PRINTERS' INK

Registered U. S Patent Office

A JOURNAL FOR ADVERTISERS

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B. A. I. S. 1923 with
N. W. Ayer & Son

"No man is born into the world
whose work
Is not born with him——"

JAMES RUSSELL LOWELL

SOME of us are destined from birth to the subjugation of great natural forces; others to the dissolving of time and space; others to startling discoveries in mechanics; while others are born to contribute to the humble and homely comforts of mankind.

Through many years of ministering to human needs, through the medium of the dental profession, The L. D. Caulk Company, of Milford, Delaware, have reached the eminence of the greatest dental supply house in the world.

And then, they developed Mercitan Lotion, a marvelously effective mouth wash. Another product is Mercirex, a guaranteed specific for superficial skin affections. And a third is Dentu-Creme, the only successful cleanser for artificial teeth ever compounded. If you can smile at the latter with all your original "white horses," give thanks—for Pyorrhea Alveolaris is indefatigable.

These products have not the aura of artistic accomplishment nor the romance of harnessed lightning, and yet they are highly important to the comfort and happiness of multitudes of people. In taking the message of their integrity and worth directly to the public, we are greatly increasing our client's opportunity to serve.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO



2,236 ADVERTISERS IN THE CURRENT EDITION.
No other Trade Publication weekly, monthly or any kind has as many space advertisers and no other Buyers' Guide, Catalogue, etc., has half as many.

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All Lines All Names Everywhere

In quality of service—In number and class of users—In number and class of advertisers, it stands alone,

THE PREMIER BUYERS' GUIDE

The only one of "Paid Circulation"—The only A. B. C. member

It is preferred, ordered, paid for and used exclusively by many of the buying powers of that important class which demands the best.

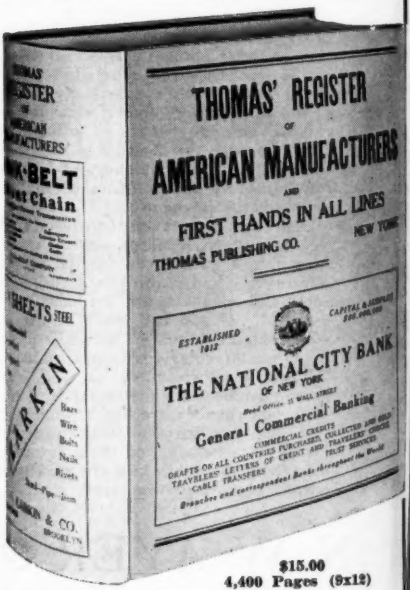
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NEW YORK—BOSTON—CHICAGO—SAN FRANCISCO—TORONTO

PRINTERS' INK

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VOL. CXXIX NEW YORK, OCTOBER 23, 1924 No. 4

The Mistakes of "Sunny Jim" Seen in the Light of Modern Advertising

His History Indicates That Faulty Merchandising Co-operation Can Wreck Even the Most Successful Advertising

An Interview by Warner Bates with

Henry P. Werner

President, The H-O Cereal Company, Inc.

IN the fifteen to twenty years that have elapsed since "Sunny Jim" was a familiar figure in newspaper advertising in this country of "Force Toasted Wheat Flakes," many thousands of words have been printed in the debate as to whether he, as an advertising character, represented good advertising practice.

Evidently the debate began shortly after "Jim Dumps," the official name of the character, made his bow to the American public. Witness the following from an issue of PRINTERS' INK current in the early years of the present century:

"When the Force Food Company put out the first 'Jim Dumps' advertising several months ago there was an instant chorus of disapproval from all who 'knew' good publicity when they saw it. Many of the critics suffered pangs of real grief that money should be wasted in so wanton a way and the advertising craft in general seemed confident that the Force folks had finally reached the uttermost bounds of vapidity. 'Punk!' said some. 'Rotten!' said others. 'Good Lord!' said still others, 'when a firm is spending hundreds of thousands for space it would seem the plainest business sense to pay a decent salary to a man who could write good copy.' Nor were there wanting those who were rather glad upon the whole that the Force folks had finally got started on the road to the demnition bow-wows."

The article went on to state that after a time the jingles which went with the pictures grew on one, and that the public became interested in "Sunny Jim" and he became a real personage in the public mind. He became as "well known as President Roosevelt or J. Pierpont Morgan." Breakfast food advertising up to that time had described the products as though they were medicine. The "Sunny Jim" advertising of "Force" did its job in a new and novel manner that caught the public fancy.

But after the "Sunny Jim" campaign was dropped, the debate began afresh and is still going on spasmodically after all these years. Most writers who have touched on the subject have assumed that "Jim Dumps" failed to bring in the sales and that he was dropped, fired or kicked off the advertising pay-roll of the company employing him.

"Such a conclusion," said Henry P. Werner, who, in 1920 became president of the H-O Cereal Company, Inc., Buffalo,

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breakfast cereal manufacturers, "is entirely unwarranted and aside from the facts." Inasmuch as Mr. Werner's company is the sole manufacturer of "Force Toasted Wheat Flakes," the statement may be taken as authoritative and settling once and for all this moot question.



ONE OF THE EARLY "SUNNY JIM" ADVERTISEMENTS WHICH, ACCORDING TO THE TEXT, PROVES HE WAS AN EFFECTIVE SALESMAN

"On the contrary," Mr. Werner continued, "the advertising of 'Force' in this country fifteen to twenty years ago was a success—probably the biggest advertising success on record up to that time. In one year alone 'Sunny Jim' advertising sold millions of dollars' worth of 'Force' and sold it at a profit, which at that time was an important merchandising triumph.

"It is interesting to note, in this connection, that although 'Sunny Jim' and 'Force Toasted Wheat Flakes' are no longer appearing regularly in the periodicals in this country, the product still has a large sale in various sections and right now, without any particular effort on our part, these sales are increasing.

"But more important is the fact that 'Sunny Jim' is still being used every year in 'Force' advertising abroad and that with this advertising our export sales have steadily increased year after year, the total business today representing a considerably larger financial volume than was ever reached by the old company when 'Sunny Jim' advertising was going strongest in this country.

"I would not, of course, give the advertising the entire credit for our success abroad, for it is undeniable that a good share of these sales has been due to excellent merchandising. The point I wish to make is that 'Sunny Jim,' as an advertising character, is still proving his worth to us, that he never was a failure and that he was not summarily dismissed by the company owning him, things that have been claimed by many misinformed writers.

"In fact, the H-O company today considers this trade character as one of its valuable advertising assets, for the reason that it is still producing a large annual return for us.

"There is nothing paradoxical in these statements. The general advertising of 'Force' in the United States was discontinued some fifteen years ago for reasons that were entirely commercial. There is no need to go into detail.

"'Sunny Jim,' as an advertising character, and the 'Force' advertising campaign of the earlier days made what was then a tremendous success, but the advertising could not carry all the load. No advertising, no matter how good or how well suited to the selling of a particular product, can shoulder all the responsibility for marketing a product, nor should it be expected to.

"It is perhaps fundamental to say that there must be a good product, a proper tie-up between the product and the advertising



Advertisers Are Discovering the Small Town

Automobile manufacturers have long realized the strength of the small town market. That's why 20% of the automobiles are owned by people living in towns of from 1,000 to 5,000 population (9% of the total population of the U. S.).

Now many others are beginning to realize its possibilities.

If you are planning to cultivate the small town market—remember that church homes dominate such towns.

Christian Herald

"In small towns where church homes dominate"

BIBLE HOUSE NEW YORK

sound merchandising methods, proper financing—in short, good, all-around management, if a product is to become a permanent success. But fundamental as these facts are today a study of the records convinces me that some of them were overlooked in marketing 'Force' at the time when the 'Sunny Jim' campaign had taken such a hold on the public fancy.

"For example, here was a weakness of the original campaign that indicated lack of a proper conception of all the functions of merchandising, but not an inherent weakness of 'Sunny Jim' as an advertising character. Yet it is a fault that I have occasionally noticed in advertising and selling practice of the present day—the business world probably never will reach perfection of method.

"When 'Force' was first put on the market a trade-mark picture was adopted which showed two stalwart blacksmiths striking sparks from a bar of heated iron placed on an anvil between them. Undoubtedly this was considered an excellent picturization in those days of the idea back of the product's name. Yet most advertising men of this day and age would probably say that the picture implied too strong a guarantee of the product's virtues—that it was a type of exaggeration advertising is getting away from with excellent results.

"Be that as it may, such was the trade-mark picture that occupied a prominent position on the 'Force' carton for some years after 'Sunny Jim' as a trade character had begun to play the part of the principal actor in all the 'Force' advertising in newspapers and magazines, on posters, in window display, literature, etc. The trade character that the company was spending millions to popularize had no place whatever on the old package. Think of the countless sales that must have been lost because there was not a proper tie-up between the advertising and the goods!

"Finally someone thought of it and 'Sunny Jim' appeared inconspicuously on the sides of the carton. Salesmen began bringing in reports that grocers were banking 'Force' sidewise on their shelves in order to give the character more display and then a great light dawned—'Sunny Jim' made his appearance on both the back and the front of the old package. He is still there today, at least on the front.

"We must remember that the management of that time was blazing a pioneer trail in launching a campaign of the magnitude which the old 'Force' advertising eventually reached—according to our records an annual advertising expenditure close to $1,000,000.

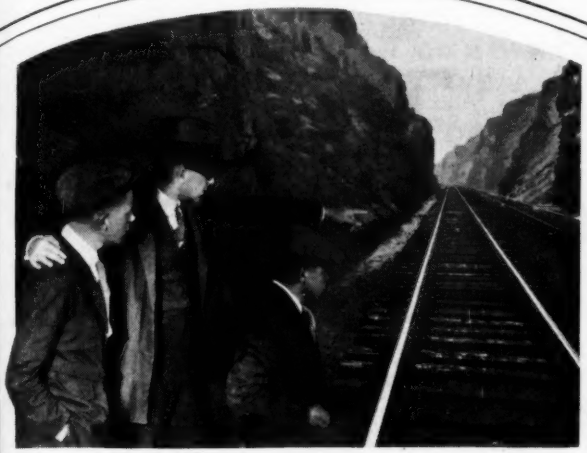
"For that reason it perhaps is not so strange that many things fundamental to recognized advertising procedure of the present day, such as preliminary investigation of the market, tests of the advertising, appropriations properly balanced with other factors in the business and with the financial ability of the company to swing them, proper merchandising at the point of resale and the like were overlooked.

"It has not been my purpose to analyze 'Sunny Jim' as an advertising character, but merely to show that he is not a failure, that the use of the character in our advertising never was entirely discontinued and that he is still on the job, selling goods for us, although we are doing little with him in a general way in the United States.

"I do not stand as a proponent of the kind of advertising 'Sunny Jim' represents, neither would I condemn it—it probably altogether depends on what you want to market and what your marketing problems are. I realize that a trade character is a tricky proposition to deal with and that the use of one should be preceded by serious thought and study.

"Compared with the atrocious patent medicine style of breakfast cereal advertising in vogue when cheerful, happy-go-lucky old 'Jim' made his appearance, this style of copy was a decided relief. The one style advertised sickness and

(Continued on page 161)



"We had to blast every inch of the way"

"Gee, that must have cost like sin, Mr. Davis. What was the advantage?"

"The whole advantage lay in shortening our line. We get more business. For we've cut the time on freight hauls, and lots of shippers use our route now who wouldn't use it before. This cut, with the others further along, has taken nearly a hundred miles off our old line. And that hundred miles means a lot to a shipper."

Transportation problems will soon bulk large in the daily business of the half-million boys who today read THE AMERICAN BOY. And these boys will not be entirely unfamiliar with their nature. For many a stirring tale in THE AMERICAN BOY takes them on thrilling adventures in business.

Now, when these youngsters, averaging 15½ to 16, are learning their business A-B-C's, is the time when they will be most receptive to, and impressed by, the story of the men and things that build and maintain the great basic industries of the country. There's no surer way to win their interest and friendship than advertising in THE AMERICAN BOY.

The American Boy
"The Biggest, Brightest, Best Magazine for Boys in All the World"
Detroit Michigan

The most difficult kind of a product to sell

J. WALTER
ADVERTISING

CLIENTS OF THE
J. WALTER THOMPSON COMPANY
WHOSE PRODUCT IS A SERVICE

Chicago, Burlington and Quincy Ry.
Davey Tree Surgeons
Gates Tours
Irving Bank-Columbia Trust Company

A transcontinental railroad—a great national bank—an expert tree surgery—the product of each of these is an intangible form of merchandise; a *service* that must be sold through personal contact.

But how shall this contact be obtained?

To call on everybody in a blind search for prospects is too costly—to wait for word of mouth information to spread is too slow.

Today, in advertising, leading organizations selling a service have found a way to reach their prospects directly—and have opened up profitable contacts for their salesmen that have built greater business.

If you have a service selling to the public, the experience of the J. Walter Thompson Company will help you reach and sell a larger number of your prospects.

THOMPSON CO.

NEW YORK CHICAGO BOSTON CINCINNATI
SAN FRANCISCO LONDON

A Consumer Demand Survey That Will Uncover New Facts

A Government Investigation of Meat Retailing That Promises to Produce Information of Value to Many Advertisers

Washington Bureau of PRINTERS' INK

IN our general scheme of distribution the great importance of the retail factor is steadily becoming more evident. For years, the Department of Agriculture has been studying the costs of production, marketing and distributing of livestock and livestock products. This work always has been conducted for the direct benefit of the farmer and producer. After the Department had determined the costs of every item of production and every step of distribution, however, from the calf on the farm to the sale of the grown animal and the delivery of the meat by the packing house, it found that the solution of the farmer's problem depended to such an extent on the methods and expenses of retail distribution that an investigation of retail methods was necessary for its solution.

In other words, the retailers' methods are promptly reflected back on the farmers' interests in livestock, and they particularly influence the size of the share of the consumer's dollar received by the farmer. For this reason, Congress made a special appropriation of $25,000 for an investigation of the retailing of meats during the fiscal year of 1924-5.

For several months the Bureau of Agricultural Economics, of the department, has been conducting the investigation in five cities and the work will be later extended to include ten. Already, a great deal of valuable information has been secured, which will be embodied in a preliminary report to the trade press and newspapers about December 1, next, and the complete report will be published, probably for distribution on request some time during the first part of next year.

This work is particularly significant for manufacturers and distributors for two reasons. First, because meat is, in large measure, a key product; it forms the principal item of diet of the majority of American families, and for that reason certain factors of its distribution may be accepted as indicators of potential markets for many other food products. Secondly, the investigation of consumer demand, which is being conducted by means of a house-to-house canvass, will not only disclose some important facts now unknown, but is also concerned particularly with the influence of advertising.

GROUND ALREADY COVERED

Last year, the bureau investigated certain phases of the retail meat business in Chicago, Cleveland and New York. Its findings, together with those of previous similar investigations, form a supplementary basis for the present work. Some weeks ago, the salient facts of last year's investigation were presented by a series of brief reports, "Five Talks to Retail Meat Dealers," which was distributed by the bureau to those dealers who contributed to the investigation.

An immediate and strong demand for the talks quickly exhausted the supply; but the information they contained will undoubtedly find a place in both the preliminary and complete report of the present investigation. There can be no doubt that a much wider circulation of the facts will have an excellent effect on the retail meat trade.

The first talk, after counselling retailers to compare the facts of their businesses with those of others, furnishes comparative figures on wage expense. Both the text and a simple chart show that the average shop which em-

Do you sell $20,459 Annually in Boone, Iowa?

Boone is a typical Iowa town of 12,451 population—forty-five miles north of Des Moines. Boone's 2,767 families pay $20,459.00 a year for subscriptions to The Des Moines Register and Tribune. And Boone is typical of the State. Iowans pay $1,278,660.00 a year so that they may have the Des Moines Register and Tribune in their homes.

Think what a buying power this indicates!

The Des Moines Register & Tribune

Over 145,000 Daily and 130,000 Sunday—99% in Iowa

ploys only one man pays 15 per cent of its receipts for wages. Shops employing two men pay approximately 12½ per cent, three-men shops a little less, and the wage expense of four-men shops and larger is shown to be 10 per cent. "Where does your store fit in?" is the caption of the chart.

The second talk discusses the effect of population on the profits of retail meat markets. Its figures show that the best stores serve a population of 1,200 or more, while it is possible for 1,000 people to support a good store, and that it is dangerous for the retailer to attempt to conduct a store for a population of 800 or less.

"Save in Wages" is the title of the third talk. "At the end of the week," its first paragraph reads, "when the retail meat store owner pays the meat cutters and clerks, he pays about 63 per cent of the cost of doing business. That is, for every sixty-three cents paid out for wages and salaries he has only thirty-seven cents for all other expenses, which include rent, wrapping material, ice, etc. For each sixty-three cents spent for wages, the storekeeper spends three cents for wrapping material. Wages are over twenty times as important. Are they watched twenty times as carefully?" The talk then demonstrates that the 12 per cent line is the danger mark, and that in medium large cities the store with less than 12 per cent wage expense will have a good chance for profits, while the store which pays more than that limit is at a decided disadvantage.

Talk number four discusses the question of turnover and answers it with the information that in the three cities of the investigation it was found that the stock turnover was about eighty times a year, and by suggesting means of securing more rapid turnover. The last talk explains how the figures previously given may be used advantageously in computing expenses.

This brief outline of the retail series of talks will give an idea of the data on meat retailing already secured by the bureau. The consumer study, as indicated by the questionnaire, will result in a complete record of the consumption of meat by men, women and children in the cities covered by the investigation. It will also afford an indication of buying habits, substitutes for meats most in demand, why specific kinds of meat are used, the most important foods, the relation of price to demand, and various influences that affect purchasing. One of the questions is, "Do you buy meat at specially advertised prices?" Other questions on advertising deal with where the advertisements appeared, what brands they featured, what the consumer especially remembers about the advertising and so on.

The value of the investigation to the advertisers of the country is assured by the painstaking care of the procedure. The averages of figures from various sources, while they are frequently relied on by advertisers, are often deceiving. Realizing this, the bureau has made sure of an accurate recording of data by employing only qualified and especially trained investigators to conduct the house-to-house canvass. Then the compilations and statistical deductions are being made by the experienced statistical experts of the bureau, which assures that the element of bias will be determined and properly taken into consideration, and that the reports will be accurately reliable.

New Rubens Union Suit Placed on Market

Rubens & Marble, Inc., Chicago, maker of Rubens infant shirts, is placing a new product, a union suit for children, on the market. Large space in business papers is being used to introduce the product to the trade, special emphasis being laid on the company's thirty-two-year-old reputation for making Rubens shirts.

Watch Accounts for Rankin

The Depollier Watch Company and the Dubois Watch Case Company, both of New York, have appointed the Wm. H. Rankin Company, advertising agency, to direct their advertising accounts. A national campaign is planned for these accounts during 1925. Plans call for the use of magazines and business papers.

The Time Is Ripe — *to sell a big volume of radio apparatus in the Milwaukee-Wisconsin market. Get your share of the 1924 Fall and Winter business by advertising in The Milwaukee Journal now.*

On January 1, 1924, a dependable consumer survey showed that only nine per cent of all Milwaukee families owned radio sets. The proportion of owners throughout Wisconsin was even less. Since then state-wide interest has been aroused in radio, and radio sales are booming. With one of the country's largest and most complete radio expositions to be held in Milwaukee during November, indications are that few, if any, sales territories will exceed the Milwaukee-Wisconsin market in fertility and low selling cost this season. Now is the time to advertise here for the greatest volume of sales. The Milwaukee Journal is your best "buy" —it thoroughly covers the market at one low advertising cost.

Read by more Milwaukee and Wisconsin radio owners and prospects than any other publication in the world.

The Sunday Milwaukee JOURNAL FIRST - by Merit

A Great . . . . .

and a Great



The Radio Section of the Herald and Examiner treats Radio not as a fad, but as a great and growing cultural and educational influence in American life. As such it deserves a high place in every home.

Chicago Herald

NEW YORK: 1819 Broadway

Radio Section

Radio Show

NEXT month [November 18 to 23], the Chicago Radio Show . . . the greatest in the history of the Middle West . . . will be held at the Coliseum.

On Sunday, November 16, the Chicago Herald and Examiner will issue a special Radio supplement devoted entirely to Radio and the Radio Show. In no sense will this be an ordinary section . . . in size and importance it will be in keeping with the Show itself.

This section will go into the "Over a Million" homes that make up the reader audience of the Herald and Examiner. Reservations for space in this powerful selling medium should be made now.

and Examiner

SAN FRANCISCO: Monadnock Bldg.

Figures—or Failure?

Figures are "dry and uninteresting" only to those who can't count over ten—or under a million.

To most of us figures are daily bread, clothes and rent—we **must** "figger or fail." The more we study the figures bearing on our business the better we understand that business.

To all who do business in the Chicago market, advertising figures are of interest and value. They are even vital to success. Therefore, the figures showing how the world's greatest merchants distribute their advertising among Chicago newspapers are important—very important—to all sagacious business men.

Distribution of Department Store Advertising among Chicago newspapers from January 1st to September 30, 1924:

	AGATE LINES	COMPARISON AGATE LINES
THE DAILY NEWS . . .	**5.050,589**	**5,050,589**
The American	2,232,231	2,232,231
The Daily Tribune	1,757,332	
The Journal	1,307,874	
The Daily Herald-Examiner	590,508	
The Post	506,830	
SUNDAY PAPERS		
The Sunday Tribune . . .	1,426,177	
The Sunday Herald-Examiner	889,190	
The Daily News' excess over the next highest score		**2,818,358**

From these figures, showing an **increased** margin of leadership on the part of The Daily News, it is evident that advertisers who "check up on results," as these merchants do, are placing more and more of their business in

THE CHICAGO DAILY NEWS

First in Chicago

How to Answer the Hand-to-Mouth Buyer

Some Manufacturers Are Using Business Papers to Show Indirectly the Folly of Buying in Dribs and Drabs

By Martin Hastings, Jr.

IN a recent issue, PRINTERS' INK published an answer to a letter from a correspondent who wanted to know what can be done about retailers who persist in ordering from manufacturers in such small lots that the order has to be handled at a loss. This is a problem that exists in practically every business.

Of course most companies welcome the small customer. Nearly all customers start small. If the small customer were not recognized and encouraged, there would be few large buyers.

This, however, is not the kind of small buyer that the PRINTERS' INK correspondent has in mind. He refers to the retailer who will not carry any stock, preferring to pick up his requirements locally from day to day as they develop. This is commonly known as hand-to-mouth buying. It is also being termed stream-line buying. This hand-to-mouth disease has risen to veritably epidemic proportions since the depression of 1921. Even the biggest stores have been afflicted with it.

It is not hard to understand why the disease spread. So many manufacturers, wholesalers and retailers, were caught with large inventories and consequently suffered heavily in the period of depreciation, that it is only to be expected that they will henceforth be cautious in committing themselves to large purchases. But many of them are carrying their caution too far. They are now buying on such a parsimonious scale that they are handicapping their business. Caution is always advisable, but there is no sense in letting it become an obsession. The wary buyer must always be on the lookout for market fluctuations, but probably no such violent fluctuation as came in 1921 will again hit the present generation of business men.

The hand-to-mouth buyer will tell you that he is not being overly cautious, that he is merely keeping down his inventory by not carrying excess stock. He will ask, "What difference does it make in how small a quantity I buy, so long as I always have some of the goods in stock ready to sell?" It does make a difference, nevertheless. In the first place, handling small orders is increasing the cost of distribution. But what is worse, it is slowing up the buying of the consumer. The merchant who carries only a limited stock is not in position to satisfy discriminating buyers. The consumer in time learns which merchant carries adequate stock and patronizes him.

IMPORTANCE OF FULL STOCKS

Early in my own retail experience I learned that it was difficult to sell anything unless I had on hand a displayable quantity of it. As soon as people suspect that you have only a few of a thing left they won't buy unless you give them a special price to clear out what remains. Show a customer three or four cans of talcum powder and she will almost invariably ask if that is all you have, although the very brand she asked for may be among the packages shown. If you hint that is all the stock you have she will conclude that there must be something wrong with those packages or you would not have them either.

It seems to be absolutely necessary in retailing to display generous quantities of a product in order to impress customers with the fact that you are really capable of serving them. Display a dozen or two wash cloths on a counter and of course you will

make a few sales. But if you will take three or four gross of the self-same cloths and pile them impressively on an aisle table at the same price as those on the counter, you will sell ten times as many as you did before. I have tried this with many different items of merchandise and found that it always works out the same way.

One of the F. W. Woolworth Company superintendents once told me that it could take an independent merchant's store and without any additions to his stock increase his business several times. I suggested that it is the Woolworth prestige that would increase the business. He replied, "No, we can do it without letting the public know that Woolworth has anything to do with the store and without making any essential changes in the establishment. We would do it solely on the strength of superior displays. We would make the independent's $4,000 stock look three times as large. We would give the season's best sellers an elaborate display. Everywhere throughout the store the displays would suggest large quantities of reasonably priced merchandise for sale and the public would quickly respond."

The F. W. Woolworth Company follows that plan in all stores. For instance, early in October you will find the company displaying in some of its stores unbelievably large quantities of Christmas-tree ornaments, although these ornaments will not begin to sell to any extent until after Thanksgiving. Yet as a result of the massive display of these goods for weeks to the thousands of daily shoppers in the stores, the average person naturally thinks of Woolworth's when she starts her Christmas buying.

Most of the chains outside of the grocery field follow the same plan. If you succeed in getting the Liggett stores to back your product, they will order at least a displayable quantity for each store. A new product cannot be introduced at retail in any other way. An exhibit of a few dribs and drabs will not make any impression on visitors to the store. To get the attention of shoppers and to link the new product with its advertising, it is necessary for the store to show enough of the product to indicate that it is sincere in its recommendation of the new article.

That a store cannot sell a product in satisfactory volume unless it has a displayable quantity of it on hand is really a fundamental principle in merchandising. It is surprising that not more attention has been devoted to it. It is the one best argument to use in showing a hand-to-mouth buyer the error of his ways. Almost any manufacturer should be able to gather a mass of evidence to prove that it is the retailer who buys his goods in large enough quantities to make impressive displays of them, that is making the most money from handling the line. The retailer who does not have sufficient faith in the goods to handle a decent showing of them cannot expect to make a success of the line.

SAKS AS AN EXAMPLE

To what store do you go when you buy something? Most assuredly to a store that carries a representative stock of the product you are thinking of buying. Why, for example, is the hand-bag business of Saks & Co. the envy of department-store men all over the country? Saks & Co. do an astonishing hand-bag business. The explanation is simple. Saks & Co. have for years carried an enormous stock of these bags. Even in the company's old store on Thirty-fourth Street, in New York, more space was devoted to hand-bags than most department-store men would have thought justified.

Though the space in the old store was large, it is nothing compared with the space given over to this department in the new Fifth Avenue store. When I saw this department the other day I could scarcely believe my eyes. I had not previously known that there were that many hand-bags in the whole world. No hand-to-mouth buying policy could main-

tain the prestige of that department.

What is the result of this wealth of display of hand-bags? Isn't it reasonable to suppose that the woman who knows about it will visit this department whenever she is thinking of buying a hand-bag? Is it any wonder, then, that Saks & Co. do such a large hand-bag business? This store has also been most successful in selling canes and umbrellas and probably other items, for all I know. Again the explanation is the large display of these articles that can always be found at this store.

I wear a size 7½ hat. On certain proud occasions, such as the time I got my golf score under 150, the size has been known to rise to 7⅝. Would you believe that several of the New York stores that pretend to be hat merchants seldom have over a half-dozen hats of my size in stock? Not being satisfied to make my selection from such a small number, I have found a hat store that does not believe in stream-line buying and I go to that store whenever I want a hat.

Go to Marshall Field's store in Chicago and look at all the space given to toilet goods and you will understand the success of Field's toilet goods business. Did you ever see R. H. Macy & Co.'s cheese section? The store sells cheese for the simple reason that it handles enough cheese to convince customers that it is really in the cheese business. Wanamaker's never could have the furniture patronage that the store enjoys if the management followed a niggardly buying policy.

The Rosemary Manufacturing Company has been advertising in business papers telling of the success of various large stores in selling Rosemary-Basco table-cloths and napkins. I have one of these advertisements before me. Two pictures of the product on display in Miller & Rhoads, of Richmond, Va., are shown. One is a Rosemary window. The other shows an entire inside section of the Miller & Rhoads store given up entirely to Rosemary products. Naturally, the store is doing a good business on this line. If the store were buying everything in only small lots these displays could not have been made and of course the store would not be finding the line the success that it is.

This type of business-paper advertisement has become very popular during the last few years. There are at least a dozen manufacturers using their trade space to tell of the success that many of their dealers are making with their lines. A most interesting series of advertisements of this kind is being run by the National Lead Company. The company has been telling in actual figures of the large quantities of Dutch Boy its enterprising retailers are selling. None of these retailers could have achieved these large sales if he was afraid to buy.

Editorially, too, most business papers devote much space to this idea. These papers are constantly chronicling the success of different retailers in featuring various lines. Invariably, the retailer's success with a product is due to the fact that he displays and advertises the thing in impressive quantities.

SMALL STOCKS, SMALL SALES

For instance, I just picked up a copy of a grocery publication. The book opened to an article entitled, "Sells Over $2,000 Worth of Fruits in a Week." If that grocer were operating on a hand-to-mouth basis he would not have had enough fruit on hand to have done a $2,000 business in one week. Another article is entitled, "Display Sells 3,000 Cans of Milk in a Week." In other words, that grocer bought at least a display-able quantity. If he were a stream-line buyer he would have sold only a few dozen cans of milk. Still another article told how a grocer sold ten barrels of grapes in one day, twenty-five cases of grapefruit in a week, 1,000 picnic hams in ten days and rhubarb by the ton. This grocer follows all good merchandising practices, but his great success in selling large quantities of staple merchandise is due to the fact that

he features everything in a big, generous way.

There are many articles of merchandise, such as fruit, on which a merchant cannot run up a large volume unless he has the nerve to offer them in impressive quantities. So true is this that the California Fruit Growers Exchange has issued a manual entitled "Fruit Displays That Sell," which is at present being offered to the trade in business-paper advertisements. This book tells dealers how to make impressive displays that will adequately back up the organization's advertising and remind readers where they can buy.

No one thing would explain the success of The Wahl Company, but there is one factor in its success that has not received the attention that it deserves. In so far as it is able it insists that dealers must carry adequate stocks. It tries to convince department stores, for example, that they cannot get satisfactory volume on the Wahl line unless they carry a generous assortment of all numbers. It all gets back to the principle that a retailer cannot sell what he has not in stock. His customers discover sooner than he realizes the extent of his stock. During the Christmas buying rush it is a common thing for a shopper to go into a store and ask for a dozen or fifty or even a hundred pens or pencils. The hand-to-mouth buyer misses this business.

I have had a customer ask for 400 Boy Scout books or 280 boxes of papeterie or 125 dolls of a type at a time when my stock comprised only a few dozen of these items. The buyers were probably school teachers or Sunday-school superintendents buying for several classes. Once this business left the store, it never returned again. A competitor with fuller stock got it.

Every retailer has had the experience of carrying a small lot of curtain rods, or something else, until he got sick of seeing the stuff. Then one day a customer came in and asked for ten times as many of the particular item as the dealer had in stock. It is really a waste of time and effort for a retailer to carry any product in dribs and drabs. His customers will not have confidence in his ability to take care of their needs in that line unless he has confidence enough in the goods and in himself to stock at least a respectable quantity of the article in question.

I repeat: It should be easy for a manufacturer to assemble facts and figures out of his own experience to support the idea that a retailer cannot make a showing with any item of merchandise unless he is willing to handle it wholeheartedly, buy it in displayable quantities and push it as though he really intended to sell it. Facts and figures such as these would go a long way to overcome the serious objection of hand-to-mouth buying. Salesmen armed with arguments of this kind would be able to strike back effectively at the buyer who only nibbles instead of buying like a full-grown man.

V. M. Cutter Heads United Fruit Company

Victor M. Cutter, vice-president of the United Fruit Company, Boston, has been elected president. He succeeds Andrew W. Preston, whose death was recently reported in PRINTERS' INK. Mr. Cutter, who has been vice-president for a number of years, joined the company in 1904 as a time-keeper on a plantation in Costa Rica.

Paragon Radio Account to Churchill-Hall

Churchill-Hall, Inc., advertising agency, New York, has been appointed to direct the advertising account of the Adams Morgan Company, Inc., Upper Montclair, N. J., manufacturer of Paragon radio receivers and radio parts. Magazines, radio publications, farm papers, and newspapers will be used.

W. L. Day Joins J. Walter Thompson

W. L. Day, for the last seven years vice-president of the J. H. Cross Company, Inc., advertising agency, Philadelphia, has become associated with the J. Walter Thompson Company, Inc., New York. He was at one time with the Curtis Publishing Company.

Holiday Buying in Philadelphia

Philadelphians will have plenty of spending money for holiday buying of all kinds.

Where they spend it and what they spend it for is largely a matter of who influences them in favor of his goods.

The right kind of advertising started now and continued regularly will help any manufacturer who seeks sales for his merchandise in this market.

Automobiles, household equipment, electrical appliances, radio outfits, toilet articles, candies, can be brought to the front in point of sales.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for the six months ending September 30, 1924—

516,609 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market Street

(Copyright 1924—Bulletin Company)

Family Appeal

In the short period of five years **The Red Book Magazine** has gained **top position** in number of educational advertisements.

The Red Book Magazine is not only a permanent institution during the reading hours of American life, but also the recognized guide for parents who are confronted with the problem of selecting a private school.

Such people are your representative market.

The distribution of the November issue of The Red Book Magazine is in excess of

910,000

Educational Recognition

Number of educational advertisements using leading school mediums during six months ending October, 1924

May	June	July	August	September	October	Total
The Red Book Magazine						
356	366	344	357	324	233	1980
COSMOPOLITAN						
267	294	305	312	302	218	1698
GOOD HOUSEKEEPING						
307	331	295	283	264	111	1591
VOGUE (First issue of month)						
259	269	233	238	235	186	1420
HARPER'S MAGAZINE						
299	316	258	268	242	171	1554

These figures relate entirely to residential, academic schools and camps. Correspondence schools and schools for stammerers not included.

The above was compiled by our research department and is believed to be correct.

Increasing its dominant lead over the evening papers and setting new high records for itself, The Times-Picayune gained in both daily and Sunday circulation in the six months ended October 1 as compared with the six months preceding. The two evening papers lost in both.

Do You Advertise? Responsibility Serious, Says A. B. C.

Service of Verified Circulation Plan to Merchandising Brought Out in Greatest Meeting of Bureau

AT the annual convention of the Audit Bureau of Circulations held in Chicago last week the net of all that was said and done seems to centre around the grave responsibility the advertiser takes upon himself when he starts out to influence the minds of thousands or millions as to the worth of his product. It was by far the largest convention the bureau has held in its decade of service to the publishing and advertising world.

The advertiser, it was held in effect, does not live unto himself alone. He owes much to the public and at least something to his competitors. Advertising, therefore, far from being a plaything, is a serious undertaking, which calls for integrity of purpose and uprightness in practice with the object of insuring a decent deal for all.

These thoughts brought out in the opening address by O. C. Harn, president of the bureau, ran like a red thread throughout the proceedings. It really was an impressive experience to sit in the meeting and observe the earnestness with which leaders in advertising and publishing treated the various questions that came up. There was a refreshing scarcity of abstract generalities and trivialities that often are to be encountered in conventions. While nobody either by word or inference conveyed the idea that the convention had on its hands the job of saving the business world, it nevertheless apparently was realized that the questions under discussion have a vital relationship to the country's commercial well-being, and all thereby seemed to conduct themselves accordingly.

President Harn, in alluding to the responsibility of the advertiser, and the duty that he owes to business in general, told how the bureau had greatly simplified his procedure by removing guesswork from the circulations of advertising mediums. This, he said, was in considerable contrast with England, where he had had an opportunity to make a careful study of things during the London convention.

"In so far as circulation statements are concerned," said Mr. Harn, "England is where we were ten years ago. A British advertising man told me that he could not come within 80 per cent of guessing the circulations of magazines or newspapers in Great Britain. Many agents in England want an audit service, but want to keep it in their own hands, hoarding their information. But there is a general call for a bureau patterned after ours.

"This necessity of having to guess about circulations has prevented many potential advertisers in England from going ahead. They hesitate to take a gamble. Here there is no guesswork because of the bureau's requirements. I wonder if advertisers appreciate what this added certainty and precision has enabled them to accomplish in discharging their responsibility?"

A similar thought was brought out in the report of the directors read by Stanley Clague, managing director of the bureau. The bureau had been established fundamentally to enable advertisers to buy space intelligently and know exactly what they are getting. But the greatest service of all, Mr. Clague declared, had been proved to be one not at all contemplated by the bureau's founders.

"This," he said, "is service to the public—to the ultimate consumer. That the elimination of waste and the taking of speculation out of advertising by insur-

ing honest circulation statements must eventually reduce the selling cost and thereby reduce the selling price is obvious. A less obvious result is that through the confidence placed by advertisers in sound publications, these publications are in a position not only increasingly to serve the advertiser, but through deserved additions to revenue serve the public in the same way."

There was a friendly division of opinion in the meeting over the question of changing the bureau's present publicity rules. The magazine section brought forward a resolution aiming to amend the rules so as to permit a publisher member of the bureau to print the bureau's figures as to the circulation of a competing publication. There was so much strength behind the movement that a minority resolution providing for the amendment was reported by the resolutions committee. The majority resolution provided that the present publicity rules should be unchanged. After a rather lively debate the convention decided to accept the majority report and the rules will continue without change.

It was held by the proponents of the minority idea, led by S. R. Latshaw, of the Butterick Publishing Co., that the bureau really is exceeding its rights when it prohibits a publisher from printing audited figures for other than his own publication.

"If in preparing an advertising proposition," he said, "I ask my competitors for figures as to their present circulation and use them in making statements or graphs, I am violating an association rule if the figures are the same as those returned by the bureau in its audit. There is no question of ethics involved here, as some seem to think. It is purely a matter of business rights and practice. When a publisher gives his circulation figures to the bureau, does this mean that he thereby relinquishes ownership of them? I hold he does not."

F. J. Oexman, of the Cincinnati *Times-Star*, objected to the present rule on the ground that it forces publishers to be dishonest if they want to print statements as to their rival circulation.

"If I print the bureau's figures giving a competitor's circulation," he said, "I am breaking a rule. If, however, I should add or subtract a few names, making the figures substantially the same as the bureau's, I would be well within the requirement. The rule ought to be changed for this reason alone if for no other."

E. G. Martin, treasurer of the Brooklyn *Eagle*, insisted the requirement against using competitor's figures to be wise and just "because it protects us against ourselves." Mr. Martin declared the individual and collective foolishness of some publishers in trying to obtain an advantage over rivals is almost beyond belief.

"Why throw open the gates?" he asked. "It would only create more friction. Newspapers should get together and work together for the common good both of themselves and advertising."

Jesse H. Neal, secretary of the Associated Business Papers, speaking for that division of the bureau, declared the rules should, in the interests of peace and harmony, remain where they are now.

Managing Director Clague earnestly recommended that the present requirement should be retained, on the ground that to remove it would be to open the door just a little bit and thus greatly increase the difficulty in obtaining the observance of other rules.

"The publicity rules of the bureau are evaded in some way or other nearly every day," said Mr. Clague. "The investigation of these violations or evasions, and the rectifying of resulting difficulties between publications takes fully one-third of my time. There are a thousand ways, real or implied, in which figures can be manipulated. The only safe way is to prohibit their use altogether. To permit a publication to use the audit report on a competitive circulation would change one of the fundamental principles upon which the bureau was founded."

The by-laws were amended to

The George L. Dyer Company

42 Broadway, New York

76 W. Monroe St., Chicago

The Planters' Bldg., St. Louis

GD

Newspaper
and
Magazine
Advertising

Publicity and
Merchandising Counsel

permit a member publisher to purchase up to one hundred copies of a competing publication's statement from the bureau. The limit hitherto had been thirty copies.

Another change, recommended by the newspaper section, provides for the substitution of the word "national" in place of "foreign" when referring to out-of-town advertising.

The board of directors was instructed to consider a national membership campaign among advertisers with the object of largely increasing the bureau's membership among that element.

The treasurer's report of the A. B. C., as presented by the board of directors, showed a gratifying increase in the balance available to cover membership liability. This liability, as established by the auditors, was $181,597.10, and the balance available to cover it is $179,985.74.

According to the report, dues charged members amounted to $331,282.53. Sales of publishers' statements, audit reports, circulation record books, and miscellaneous income are reported to be $62,132.29. The excess of earnings over expenses for the fiscal year ending August 31, 1924, total $20,534.92.

An analysis of dues received from members shows the number of advertiser-members to be 260; advertising agent-members, 154; and publisher-members 1,366. Publishers are made up of newspapers, 866; weeklies, 26; magazines and periodicals, 161; farm publications, 76; and business publications, 237. Total annual dues paid to the bureau by publisher-members amount to $249,505.88.

Louis Wiley, business manager of the New York *Times*, reported the death of H. H. Kohlsaat, a former Chicago newspaper publisher, paying a warm tribute to Mr. Kohlsaat's character as a newspaper man and patriot. Mr. Wiley was appointed chairman of a committee to prepare an appropriate resolution and to attend the funeral.

Members of the board of directors whose terms expired were re-elected as follows:

Advertisers—O. C. Harn, National Lead Company, New York; Ralph Starr Butler, United States Rubber Company, New York; John Murray Gibbon, Canadian Pacific Railway Company, Montreal, Can.; L. L. King, Goodyear Tire & Rubber Company, Akron, Ohio; G. Lynn Sumner, Women's Institute, Domestic Arts and Sciences, Scranton, Pa.

Advertising Agents—Ernest I. Mitchell, Mitchell-Faust Advertising Company, Chicago.

Newspaper—David B. Plum, the Troy *Record*, Troy, N. Y.

Magazine—F. W. Stone, *American Review of Reviews*, New York.

Farm Paper—Marco Morrow, The Capper Publications, Topeka, Kan.

Business Publication—Mason Britton, McGraw-Hill Company, Inc.

The directors re-elected Mr. Harn as president; W. A. Strong, business manager of the Chicago *Daily News*, as secretary, and E. R. Shaw, publisher of *Power Plant Engineering*, Chicago, as treasurer. Stanley Clague was continued as managing director.

Mr. Clague and his staff were highly praised in a resolution.

The annual dinner of the bureau was given at the Drake Hotel in conjunction with the American Association of Advertising Agencies. The speakers were Dr. John G. Bowman, chancellor of the University of Pittsburgh; Edward Price Bell, special correspondent of the Chicago *Daily News*, and Edgar A. Guest, of the Detroit *Free Press*. A speaker not on the printed program was former Judge K. M. Landis, now high commissioner of baseball, who urged a jail sentence for every man and woman who failed to vote for two successive elections.

Dr. Bowman urged the value of scientific research in manufacturing and merchandising. He told how the Mellon Institute at Pittsburgh had performed great services for merchandising in acquainting advertisers with the full values and properties of their products. Scientific research, he said, enabled the advertiser to proceed intelligently and enthusiastically and thus actually live his advertising.

"When you can live your advertising," he added, "then people will trust it. When people trust advertising it becomes the greatest force in molding public opinion."

IT takes fewer aggregate lines of advertising to win the Indianapolis market than in almost any other comparable market. One dominant medium makes duplication of lineage unnecessary.

The Indianapolis NEWS



RICHARDSON Roofing is advertised *exclusively* in The News in the Indianapolis Radius.

FRANK T. CARROLL
Advertising Manager

New York Office
Dan A. Carroll
110 East 42d Street

Chicago Office
J. E. Lutz
The Tower Building

—and now



The Radio Trade Directory will be distributed free to radio manufacturers, jobbers, dealers and broadcasting stations.

A Directory Service for the Radio Industry

TO GIVE the radio buyer and seller the answers to all their vital questions, the McGraw-Hill Company announces The Radio Trade Directory and The Directory's List Service. As the world's largest publisher of engineering, industrial and business publications, including such magazines as Electrical Merchandising, Electrical World, Electrical Retailing, Journal of Electricity and eleven others, the McGraw-Hill Company has exceptional facilities to compile and publish such a Directory.

The Directory will contain classified lists of all the American manufacturers of everything used in the construction, operation and maintenance of radio equipment, both transmitting and receiving—makers of raw and semi-finished materials, parts, accessories, supplies and machinery and tools peculiar to the industry. The Directory will be issued in November and quarterly thereafter.

The List Service will provide authentic data on the wholesalers of the country and complete lists of the radio retail trade.

The Radio Trade Directory

McGraw-Hill Company, Inc.

473 Tenth Avenue, New York City



Sunrise in the Wabash Valley

A NEW day of prosperity has dawned in this zone. The Wabash Valley Empire has re-awakened! There's a profitable buying activity here. Prosperous industry and successful agriculture are in balance.

Terre Haute—*the Key City!*

Terre Haute is the trading center for 350,000 people. From 7,000 square miles—served by quick, easy transportation, 8,687 buyers come into Terre Haute every day.

THE STAR is the greatest selling power in the entire market—city, small town and rural.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

Ask us for *all* the vital facts. Establish your interest in the Wabash Valley. Strike hard—through THE STAR.

THE
TERRE HAUTE
STAR

FOREIGN REPRESENTATIVES

KELLY-SMITH CO.,
Marbridge Bldg., New York
Lytton Bldg., Chicago

R. J. BIDWELL CO.,
742 Market St., San Francisco
Times Bldg., Los Angeles

Backgrounds That Accentuate a Product's Special Features

A Plan for Stressing the Peculiarity of a Product That Is Successfully Used by Makers of Cyclone Fence, Harrison Radiators and Vacuum Cup Tires

By a Commercial Art Manager

THE ideal background is born of the product or of some very important manufacturing element connected with its success. Harrison Radiators, for example, are unique and different in at least one important aspect; the cooling system apertures are of a peculiar shape and design. And they mean something. They have been designed to "suck" in air, as the car speeds on its way. There is a suggestion of the octagon shape in these thousands of little holes.

And so, in a trade publication campaign, the advertiser has utilized the radiator pattern as the basis of a series of unique backgrounds.

The remarkable part of it is, that when a supposedly commonplace theme is enlarged and duplicated, it makes a background far more ingenious than the most intricate of all Ben Day textures. Moreover, it is advertising the product all the while. The background is salesmanship in picture form.

A cooling system becomes a decorative pattern. It is much as if the direct front view of a radiator had been photographed, and a space cut out of the heart of it for text.

Covering large areas with such patterns is necessarily striking. Certain Cyclone Fence compositions have shown the possibilities of the plan, when cleverly handled. By superimposing the white outline of a fence pattern against solid black and other backgrounds, a decorative theme is originated which catches the eye and which, all the while, is no more than an almost life-size reproduction of the article advertised. Shown in smaller size, it would not mean very much pictorially, as in a long-range view of a house or industrial plant surrounded by the fencing.

Here, then, are two characteristic examples. Is there a one best method of producing them?

In the case of the radiator pattern it is easy. You photograph the front area of any radiator, and paste down the print as the background, placing the mortise for type where you will. If a sharper design is desired, photograph the radiator, silver-print it and then have a line drawing made over the print. The size of the pattern can be regulated by the amount of reduction given the original.

HOW TO SECURE THIS RESULT

There are several methods that can be used in connection with the fencing pattern. The most obvious is to photograph a section of the fencing "close up." It may then be reproduced, in halftone, or "gone over" in pen and ink. However, it would be perfectly possible to place a piece of the fencing against a large sheet of black cardboard or paper, play strong light on it, and then snap the camera. The fact remains, that in page and half-page space, the advertiser is in a position to show an almost life-size reproduction of his product and, at the same time, create a background pattern which attracts and is inclined to hold the eye. Different products demand different types of these unusual background "stunts."

The rug merchant who first mortised out a particularly fine Oriental rug, was father of the idea. A manufacturer of a complicated weave for brake lining was on the right track, when he had enlargements made of this peculiar weave and reproduced it

as the background theme for an entire year's advertising display.

Why deal in non-committal decorative ideas when the basis of your decoration can be born of the article manufactured? It is a particularly happy scheme when there is some technical point of individuality in the product. This



IN LESS THAN PAGE SPACE CYCLONE FENCE REPRODUCES ITS PRODUCT AND SECURES UNIQUE BACKGROUND

was true of both the fencing and the automobile radiator campaigns previously mentioned.

Manufacturers of very sheer hosiery have found the advantages of this idea. They have enlarged and reproduced in halftone the very texture of their products and gone so far as to photograph scenes through the stockings enlarging the original camera negatives to fit larger space.

It may happen that a rather commonplace product possesses some patented feature which when duplicated and made into a background pattern serves constantly to remind the public of the exclusive feature. Here is a concrete instance of this: a certain tire had a definite non-skid tread. Showing the large tire in detail, served so to minimize the tread pattern that it looked almost the same as any other shoe.

Through a connected series, this odd tread pattern was featured in an all-over background design, although seldom in the same way. One campaign was photographic. A set of prints was made of look-down views of muddy roads, of wet macadam, of glistening, sandy beaches, on which passing cars had left the familiar stamp of the pattern.

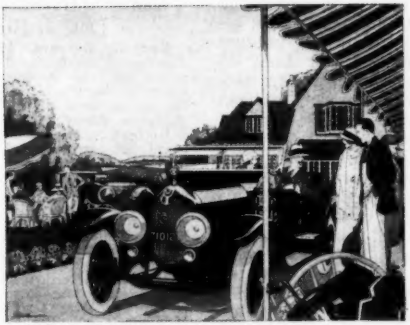
And it was surprising to note the decorative quality of these themes and how interesting and attractive they were to the eye.

A later series accomplished the same approximate background effect, by throwing the tread mark, on the ground, in very sharp perspective, narrow at the top where it met the tire and widening out, at the bottom, until it spread from one side of the space to the other.

Now comes an exceedingly well-conceived series, belonging to the same school, for Vacuum Cup tires.

In this instance, the tread is particularly important as the manufacturer has always wished to impress the motorist with the scientific principles of manufacture. The tread mark is distinctive to a degree, but this is not really appreciated until various enlargements are shown, as backgrounds. The background is in every sense a selling message in picture form.

The novelty of the Vacuum Cup tire design is in the really



© Vanity Fair

MOTORING & SPORTS

is your merchandise mentioned here?

They don't keep a car—they keep *cars*. The roadster, the touring car, the closed model, all have a place in the activities of such people as these. At least one of these cars is likely to have a custom-built body. All of them are liberally provided with the latest accessories and luxurious equipment.

They belong to several golf and country clubs. They follow numerous sports. Golf means one kit, tennis another, riding a third, yachting a fourth, and so on.

For all of these pursuits they dress themselves appropriately, with the same care that they display over their town wardrobes. Tweeds and home-spuns, flannels and woollens, sports hats, shoes, stockings and silks—these are a few out-of-door articles bought in large quantities by them.

Who are these people who live in such luxurious modern fashion? The readers of Vanity Fair. The finest advertisers use its pages to reach them.

VANITY FAIR

One of the Condé Nast Group

astounding work of the artist who has made a most ingenious original drawing, with every vacuum cup many times larger than on the actual tread. The tricky, confusing perspective was a problem to consider here—one of the most difficult examples of it we have recently observed. No mere photograph, however retouched by an expert, could hope to give this same impressive result.

Fabrics of all kinds, enlarged by photography, are always very interesting. By this process, the manufacturer may bring out definite arguments which have to do with weave or pattern.

The idea is at its best when it brings out some one peculiarity of a product which is, in real life, not altogether obvious, not a conspicuous part of the article in its entirety. The background, then, serves a dual purpose. It not only rounds out the illustrative theme but also accentuates the product's special features in a manner that leaves an unmistakable impression on all who see the advertisement.

Radio Publishers Form New Association

A number of publishers of radio magazines meeting recently at the New York Advertising Club formed the Radio Magazine Publishers' Association. The purpose of this association will be to promote and advance the interests of the radio industry and its publications.

R. W. DeMott, of *Radio News*, New York, is president. E. C. Rayner, *Radio Digest*, Chicago, is vice-president; A. H. Lynch, *Radio Broadcast*, Garden City, N. Y., executive secretary; Edwin Adams, *Q. S. T.*, Hartford, Conn., secretary, and L. D. McGeady, *Radio*, San Francisco, treasurer.

Buys W. S. Hill Company of New York

Smith, Sturgis & Moore, Inc., advertising agency, New York, has purchased the business of the W. S. Hill Company of New York. The business will be taken over on November 1, when the W. S. Hill Company of New York will cease to exist. This purchase does not in any way affect the business of the W. S. Hill Company, Pittsburgh, which continues as heretofore.

Pall Mall Account to Rankin

The American Tobacco Company, New York, has appointed the William Rankin Company to direct the advertising of Pall Mall cigarettes.

Kenneth Barnard to Direct Detroit Bureau

Kenneth Barnard, has resigned as director of the National Vigilance Committee of the Associated Advertising Clubs of the World, in order to become the active head of the Detroit Better Business Bureau.

Herbert S. Houston, chairman of the board of trustees of the National Vigilance Committee, in informing PRINTERS' INK of this change said that with H. J. Kenner, who had preceded Mr. Barnard as director of the National work, as the head of the New York Better Business Bureau and with Mr. Barnard in active charge of a bureau the work of the Bureaus was being strengthened. He then added: "Naturally we regret to lose so able and effective a man as Mr. Barnard at National Headquarters. But Detroit, as the centre of the world's automobile industry, has always been a key city in the Vigilance work. The head of its Better Business Bureau, therefore, should be a man of cabinet grade, one qualified to direct a national work. So, when Detroit asked if Mr. Barnard could be released to take the directorship of its Better Business Bureau and the Committee found that, for personal reasons, Mr. Barnard was willing to make the change, we released him with our blessing."

Mr. Barnard, in addition to being director of the National Vigilance Committee was also manager of the Association of Better Business Bureau Managers. He will continue to hold that office.

Mr. Barnard's successor in the national organization has not been decided upon, Mr. Houston said. A board meeting at which this question will be given consideration will be held shortly.

O. M. Curtis, Jr., Leaves Einson-Freeman Company

O. M. Curtis, Jr., for the last year sales manager of the Einson-Freeman Company, Inc., New York, lithographer, has joined the Federated Engineers Development Corporation, also of that city, as sales manager. The latter company is marketing a new home refrigeration unit that is run and cooled by water.

A. J. McElhone, Vice-President, Nichols-Evans

A. J. McElhone, who has been advertising director of The Eaton Axle & Spring Company, Cleveland, has become vice-president of The Nichols-Evans Company, advertising agency of that city. He was formerly publicity manager of The Class Journal Company, New York.

C. D. Ellinger with Stanford Briggs, Inc.

Carlton D. Ellinger has affiliated with the advertising art organization of Stanford Briggs, Inc., New York, as director of design and typography.

"Every sort of shouting is a transitory thing. It is the grim silence of facts that counts."—JOSEPH CONRAD.

FOR ten months of 1924 *Cosmopolitan* shows an increase over 1923 of twenty-seven thousand six hundred and sixty-three lines —the largest increase of any publication in the general magazine field.



Stability

Marked By an and Steady Cir

Post Office Statements of The Detroit News

Year	Week Day	Sunday
Oct. 1912	160,519	98,971
Oct. 1913	143,854	109,452
Oct. 1914	156,983	115,855
Oct. 1915	173,893	132,799
Oct. 1916	193,515	173,246
Oct. 1917	221,183	174,547
Oct. 1918	214,106	171,014
Oct. 1919	220,290	190,854
Oct. 1920	229,369	223,809
Oct. 1921	225,868	233,640
Oct. 1922	248,155	240,242
Oct. 1923	271,368	258,136
Oct. 1924	278,079	283,097

Extraordinary ulation Growth

A LEADER in circulation fifty years ago, The Detroit News has maintained its rank to this day, growing steadily and keeping pace with the rapid expansion of this great city.

Note the circulation figures from the October reports to the Post Office authorities, shown opposite. The trend of circulation is decidedly upward both week days and Sundays. Every accretion of population to Detroit has added its proportionate quota of News readers. Is it any wonder that Detroit offers advertisers an unusual opportunity? Few cities of Detroit's size can be covered so thoroughly by one newspaper as Detroit is by The News. Few cities offer, besides, so rich a market. A city of more than a million population in which every English speaking home receives The News, and a city paying the highest wages!

Through The Detroit News advertisers can cover the whole of a great and prosperous field without missing any type or class of population. Business men, manufacturers and professional men as well as wage earners can all be reached through the one paper that enters the home and stays there—The Detroit News.

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan.

Oklahoma Cotton Gives Farmers *a* $59,000,000 Increase

COTTON will increase the income of Oklahoma farmers by more than $59,000,000 this year above 1923.

The United States Department of Agriculture, on October 1st, reports that Oklahoma's cotton production this year is 1,272,000 bales of 500 pounds gross. This is a yield of 165-7 pounds per acre.

This year's production is 64,000 bales less than the record year, but 466,000 bales greater than the 1912-23 average, and has a value of about $59,000,000 greater than last year!

Based on the estimated production for all States, Oklahoma ranks second in cotton production in the United States, and will furnish 10 per cent of the total United States' crop.

Reports received in this office from bankers all over the State show that Oklahoma farmers are meeting their obligations with money received from their bumper crops of corn, wheat, oats and fruit. This means that much of the cash received from cotton this year will be free for investment in goods for personal and home use, as well as for increased farm improvements and more new implements.

Now is the time to sell your merchandise to Oklahoma's prosperous farmers through the medium of their favorite farm journal, the *Oklahoma Farmer-Stockman*.

The OKLAHOMA FARMER-STOCKMAN
CARL WILLIAMS
Editor
Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.
E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Industrial Advertisers in Move for Better Merchandising

Advertising and Sales Departments Should Work Closer Together, Is Conclusion of Chicago Convention

THE interests of the National Industrial Advertisers Association, as reflected in the addresses, the discussions, and the action taken by this body at its third annual convention held October 13 and 14 at Chicago, were very largely focused on two goals.

The first was the formation of a closer alliance between the advertising and the sales departments of industrial businesses and the second was to make industrial advertising more accurate and efficient. A telegraphic report of the first day's session and some of the addresses were given in PRINTERS' INK of October 16. Other addresses are given elsewhere in this issue.

Among the speakers whose subjects were related to the first object was Julius S. Holl, advertising manager of the Link-Belt Company, Chicago, and newly elected president of the National Industrial Advertisers Association. "I believe," said Mr. Holl, "that the industrial advertising manager should know *all* about his company's affairs. The more closely he approaches the directing head of the business in knowledge of policies, the better equipped he will be to direct the sales promotion program of his company.

"He must understand the product itself and the competing products on the market. The greater his knowledge about his company's engineering, production, sales, finance and labor; the personnel of the organization, in fact all the departments of the business, the greater asset he will be to his house.

"I feel that the advertising manager's job is so important that he ought to so equip himself that he will have an equal standing with the sales manager and the officers of his company.

"When the advertising manager masters his business he will find ready listeners throughout his organization; he will be consulted on plans for expansion of the business along with the sales manager and others, not merely as an advertising man seeking increased funds for certain advertising, upon which they are not entirely sold, but for his advice and ideas on increasing sales at the lowest cost.

"My plea to industry is simply this: Teach the advertising man your business, make him an assistant-to-the-president if you will: confide in him so that he can correctly reflect your ideals to a waiting market. He wields an influence, through his advertising, that will repay your effort many, many times.

"My message to the experienced industrial advertising man is: Master your firm's business; sell them the idea that advertising is too great a force for developing the business to permit it to be directed by one who knows how to use advertising, but doesn't know the business as they know it."

Ideas closely related to Mr. Holl's were expressed and further emphasized by other speakers both in addresses and discussions. R. C. Beadle, of the International Combustion Engineering Corporation, New York, in speaking on the topic "Building a Large Industrial Business with Advertising" urged the technical advertiser to be sure to make his influence felt within the organization of his company itself. This address is given in greater detail elsewhere in this issue.

The other major problem, that of increasing the efficiency of industrial advertising, discussed before the convention at its first session by Philip L. Thomson, publicity manager of the Western Electric Company and president of the Association of National Advertisers, was again attacked from a specific angle by J. R. Hopkins,

of the Chicago Belting Company.

As a result of Mr. Thomson's plea, this resolution, drawn up by the committee appointed for that purpose, was adopted as one of the final acts of the convention:

Whereas the best interests of both the buyer of space and the publisher can be conserved by an exact and systematic audit of circulations in various characteristics which determine the value of each publication as an advertising medium, and

Whereas a further value can be obtained by a comparable report paralleling the characteristics of publications of the same kind, therefore

Be it resolved, that it is the sense of the National Industrial Advertisers Association that the Audit Bureau of Circulations make it mandatory upon all publications in the business-paper classification to use common classifications for the occupation analysis provided in Paragraph 14 of the Audit Bureau of Circulations form which are identical for all publications within the same field.

In discussing relations between industrial advertising and the general advertising field, E. T. Gundlach, president of the Gundlach Advertising Agency, Chicago, stated that in the matter of contributions there are more lessons for the general advertiser to learn from the industrial field than vice versa. He selected as the three most valuable contributions from the industrial side: an appreciation of the value of attention in an advertisement, the utilization of space. and the message at the end of the advertisement telling the prospect what to do.

An effective film was exhibited by R. E. Conder, Boston Woven Hose and Rubber Company, as an illustration of the use which may be made of motion pictures even in industrial advertising, a field which has been considered rather doubtful for this work.

Throughout the meetings much attention was given to the exhibit of industrial advertising which paneled the walls of the assembly hall. These were the awards: the cup offered by *Class* for the best exhibit of individual advertising to the Link-Belt Company, Chicago; the prize offered by McGraw-Hill Company, Inc., for the best campaign to the Jeffrey Manufacturing Company, Columbus, Ohio; the prize offered by the Penton Publishing Company for the best business-paper advertisement to Joseph T. Ryerson & Son, Chicago; the cup offered by the Combustion Publishing Corporation for the best institutional advertising to the Hercules Powder Company, Wilmington, Del.; and the prize offered by Buckley, Dement & Company for the best piece of direct-mail advertising to the Chicago Belting Company.

The newly elected officers of the association are: Julius S. Holl, Link Belt Company, Chicago, president; Bennett Chapple, American Rolling Mill Company, Middletown, Ohio, vice-president; J. R. Hopkins, Chicago Belting Company, secretary and O. H. Connell, Weller Manufacturing Company, Chicago, treasurer.

George Clymol, Cleveland Hoisting Machine Company, was appointed to fill the place of Bennett Chapple on the board of directors and the newly appointed members of the board are: Keith J. Evans, Joseph T. Ryerson & Sons, Chicago; Ezra Clark, Clark Tructractor Company, Buchanan, Mich.; and F. R. Davis, General Electric Company, Schenectady.

The appointment of a committee by the new president to take steps toward the formation of new local industrial advertising associations in cities in which they do not already exist and the inspirational address delivered by Bennett Chapple on "The Future of the N. I. A. A.," served as the closing features of the convention. The next meeting will be held at Houston, Tex., in 1925.

Novelty Favor Account for Brouillette

The advertising account of the Van Housen Favor Company, Chicago, maker of paper hats, decorations, and party favors, has been placed with Lucien M. Brouillette, Chicago, advertising agency. Fraternal and institutional publications are being used.

Has Herock Roof Coating Account

The Herock Manufacturing Company, Phoenixville, Pa., has appointed the Theodore E. Ash Advertising Agency, Philadelphia, to direct the advertising of its Herock fibre roof coating.

"A Class Magazine in a Class by Itself"

Ten years ago....

ADVERTISERS PLACED
AS MUCH AS **$16,000**
WORTH OF CONFIDENCE
INTO ONE ISSUE OF

Harper's Bazar

Today....

ADVERTISERS PLACE AS
MUCH AS **$116,000**
WORTH OF CONFIDENCE
INTO ONE ISSUE OF

Harper's Bazar

[*The comparison is between the issues of October, 1914 and October, 1924*]

In ten years.... Harper's Bazar has gained a place for itself unique among class publications

Harper's Bazar

2/- IN LONDON 50c 60 fr. IN PARIS

Mix More Salesmanship with the Printing Job

Convention of United Typothetæ of America Discusses Means of Improving Business Methods in the Printing Industry

AN exchange of ideas on the subjects of bettering the industry through improved marketing and standardization of paper sizes and grades, were two of the subjects discussed at the thirty-eighth annual convention of the United Typothetæ of America, held October 13-18 at Chicago.

The session devoted to marketing problems was introduced by a demonstration: "Retail Co-operation the Neck of the Bottle" given by Edw. T. Hall, secretary of the Purina Company, St. Louis, who analyzed his company's methods of co-operating with dealers. In addressing the convention on "What the Advertiser Expects from His Printer" Walter S. Ashby, advertising manager of the Western Clock Company, La Salle, Illinois, emphasized the necessity of the printer being a good business man as well as a good craftsman. "The printer should have the interests of the advertiser in view. He should understand what the advertiser wishes to do and be able to advise him as to how it may best be done. More salesmanship should be mixed with the printing job."

"The Printers' Advertising Problems" were placed before the convention by A. L. Lewis, vice-chairman of the committee on marketing. In urging a policy of retrenchment to meet changing conditions in the printing industry he also insisted upon the need of better business methods. His advice to his associates was to create a demand for more printing by intensifying the appeal to the old fields and by opening up new fields.

One of the most important of the various conferences held in connection with the convention was that of the local presidents which resulted in the formation of a new organization to be known as the Typothetæ Council of Presidents. The membership will be composed of presidents of the local associations affiliated with the parent organization. Frank L. Thresher of Minneapolis was elected president and C. William Schneidereith of Baltimore was chosen vice-president. Frank J. Smith of Rochester, N. Y., will be secretary-treasurer.

The objects of the Typothetæ Council of Presidents, as set forth in the constitution and by-laws, includes gathering and placing before its members and their respective locals or associations, such information concerning the United Typothetæ of America and its activities, as may be mutually advantageous.

At the meeting of the International Trade Composition Association held in connection with the convention, all the present officers were re-elected to serve during the coming year. They are: G. L. Garand, Detroit Typesetting Company, president; William A. Adamson, Mono-Lino Typesetting Company, Toronto, vice-president; David W. Mathews Typesetting Company, Chicago, treasurer, and Carl E. Payne, Chicago, secretary.

At the final session George K. Hebb of Evans-Winter-Hebb Company, Inc., Detroit, was elected president of the United Typothetæ of America to succeed George K. Horn, of Baltimore, who presided over the Chicago convention. Ernest F. Eilert, president of the Eilert Printing Company, New York, was elected first vice-president. The three divisional vice-presidents elected are: Theodore Hawkins of Chicago; Fletcher Ford of Los Angeles, and A. L. Lewis of Toronto. Fred W. Gage, of Battle Creek, Mich., was re-elected treasurer, and Edward T. Miller, Chicago, was re-appointed executive secretary with headquarters at that city.

What Audience Do You Prefer?

(Scattered or Concentrated)

A PUBLICATION with a circulation of one copy in every city, town and village in the United States would have a distribution of about 30,000.

Concentrate that amount of circulation in a single market and its efficiency is materially increased.

Add to that circulation until it numbers more than 450,000 and KEEP IT CONFINED TO THE CHICAGO MARKET—

Then what have you?

HIGH EFFICIENCY CIRCULATION.

That is what the Chicago Evening American sells—HIGH EFFICIENCY circulation—a concentrated reader audience of more than 1,500,000 in the second largest market in America.

And that is the kind of circulation that moves merchandise.

CHICAGO EVENING AMERICAN
a good newspaper

To Have and To Hold

In the Cincinnati market the holding of trade is conditioned upon the same fundamental policy as the securing of distribution. Perhaps an analogy furnished by the local newspaper situation may point to the reason for this demonstrated fact.

For a generation the unquestioned leadership in local newspaper circulation has been consistently lodged in one evening paper, The Times-Star. This paper goes daily into four out of every five homes in this trading center, being read by practically every native, literate, white family in the twelve cities and towns included in the "local circulation area" of the Cincinnati newspapers. So much for "distribution."

But Times-Star leadership is not confined to distribution. It extends to display advertising as well. This dominance is both in the

CINCINNATI

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

Cincinnati Business

field of local display and in that of national advertising; it applies alike to the other evening daily and to the two morning newspapers, including their Sunday magazine editions. For thirty-three consecutive times, the semi-annual statements of display advertising lineage have showed the Times-Star leading the list. So much for holding trade.

During the first six months of the present year the Times-Star not only carried more display lineage than in any previous half-year, but it also registered a larger increase over all other Cincinnati newspapers.

To have business in the Cincinnati market and to hold it, profit by the experience of other successful merchandisers. Use the columns of the Times-Star to secure distribution and to sustain sales volume.

TIMES-STAR

Member of Audit Bureau of Circulations

THE Dairy Farmer



Year Round Buyers

There are no valleys in the dairy farmer's income. His purchasing power is constant. He buys commodities, appliances and luxuries even in periods of general financial depression.

The 180,000 readers of THE DAIRY FARMER have the ready cash to buy what appeals to them.

To bring home the appeal, let your message carry in "America's Foremost Dairy Magazine."

Our Bureau of Market Analysis offers fullest co-operation in supplying definite information to apply to your business.

THE MEREDITH PUBLICATIONS

THE DAIRY FARMER
SUCCESSFUL FARMING
BETTER HOMES AND GARDENS

E. T. MEREDITH, Publisher
DES MOINES, IOWA

The Problem of the Overpaid Salesman

The Danger of Advancing a Man Too Rapidly—How to Keep Ambitious Young Men in Line without Ruining Them with More Money Than They Earn

By A. H. Deute

General Sales Manager, The Borden Company

"WHAT happened to young Jones? Isn't he with you any more?"

"No. He left us about three months ago."

"What went wrong? I thought he was one of the finest youngsters I ever ran into."

"Yes, that's right. Mighty fine young chap—great prospect. But he got to the point where he was greatly overpaid. He couldn't produce business at a reasonable selling cost. He realized that fact and he also saw that he couldn't go back to reasonable pay. He got discouraged and confused and the first thing we knew his resignation was in and he had left."

The overpaid man isn't necessarily a high-priced salesman. We all know of ten or fifteen thousand dollar salesmen who are, if anything, underpaid, based on what they are producing.

This article is not an attempt to prove that the best man is the cheapest. On the contrary, it has to do with men who aren't getting any ten or twelve thousand dollars a year but are getting $250 a month when they are not worth more than $200, and so on.

Salesman Jones, mentioned above, came out of college and was employed as a junior salesman. His pay was fixed at $100 a month. Soon he was advanced to $125 and then to $150. He was made a full-fledged salesman calling on the retail trade. He was only twenty-five years old. A couple of years in the retail trade and he would without doubt be heading upward still further.

Everybody thought mighty well of him; so well, in fact, that the company worked out a plan whereby he could make some additional money in the way of a bonus on a certain volume of business. It was making sure that if Jones was worth more, he would automatically get it.

Then, one day, Jones came in with a strong plea. He was a good salesman for his line and a good salesman for himself. He presented a plausible argument.

It was true that he had had frequent and regular advancement and was in a fair way to further promotion, but he was then getting only $150 a month. He couldn't live comfortably and happily on that money. It is true that other men could do so, but he wasn't in their position. He was living in his college fraternity club and most of the men living with him had plenty of money to spend. He was miserable and unhappy and had to have $250. In fact, he would rather work much harder and be worth that amount than to go on this way, struggling and worrying about money matters.

A GOOD-NATURED HOLD-UP

After talking the matter over among themselves, his superiors decided to concede to his request. They realized it was more or less in the nature of a good-natured hold-up. They knew that Jones wasn't worth the increased salary. Still, he would be worth it one of these days, and in the meantime, he had argued that he would work doubly hard to be worth the money. So, finally, against their combined better judgment, Jones got his raise.

From then on he ceased to be a popular favorite, pointed out as an example of what a youngster could do. His selling cost naturally came to be figured at $250 a month and his fine previous record of a low cost per unit of

sale gave way to an unreasonably high cost and from well up among the leaders he slipped down to among the tail-enders.

From month to month, those over him remarked among themselves that Jones had certainly held them up and squeezed money out of them, all out of line with his worth.

Then one of his superiors saw him one evening occupying an expensive seat in a theatre with an expensively dressed young woman and noticed the couple an hour later at a front row table at a high-priced dancing place. The next day he had a rather rough talk with Jones on the subject of his cost to the company.

"And what it amounts to," the talk concluded, "is that instead of being looked upon as a popular comer, according to your sales record, that same sales record now puts you down as a high-priced lemon.

"Keep in mind that while you did try for a while and did pull up your gross sales a little for the first couple of months, your cost to sell has changed from a winning figure into a losing figure."

Within a week, Jones had hunted himself up a job with another company on the basis of his $250, had sent in his resignation and was gone.

It is apart from this account to mention that his new employer took him on because of the fact that he was commanding $250 a month with his old concern, which was known to pay on the basis of value received. When it became evident that he was not a $250 a month man, his new job was of short duration.

Now, the house with which Jones had worked for several years lost in the transaction and lost when Jones left. But the house forgot the incident in a few days while with Jones it became a serious problem. He drifted from job to job for over two years. He kept telling himself that he was a $250 man and he was idle between jobs until, after two years, he made up his mind that the best thing to do was get down to earth, get a job that he could fill and start climbing again.

The overpaid young salesman is more often than not the victim of a sad series of circumstances. His sales manager is enthusiastic over him and his progress. Instead of being willing to ripen gradually and normally, holding the friendship and respect and enthusiastic support of his house, he tells himself that he is underpaid, and that the way to get more is to ask for it or quit.

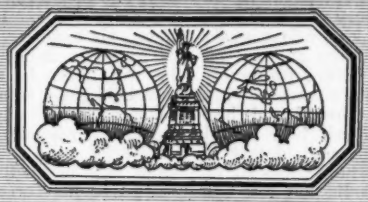
Many sales managers are realizing the problem and solving it in advance. In fact, that is about the only way it can be solved.

One sales manager of a force of some 200 men knows pretty much in advance from whom to expect these difficulties. He watches his list of men and when a bright newcomer forges rapidly to the front of the list and promises to be a "world beater," he says to himself: "Smith is going to be ready to be set straight soon on this matter of money." And at the first opportunity, he gets hold of Smith and has a heart to heart talk with him. "You are starting out nicely for a new man," he will say. "I remember when I was about your age and getting started. I wish now somebody had taken me over a lot of rough spots that lay ahead. We think well enough of you to bring you in to give you a little glimpse into the future." And away he goes to show Smith what confronts the youngster in any sales force.

OVERPAID LEMONS

Another sales manager frequently writes letters to men who, he feels, are apt to edge into the group who may take a chance at becoming overpaid salesmen. In these letters he goes frankly into the danger of becoming "an overpaid lemon." "Better be a bargain to your house and have the house anxious to keep you and keep you happy and satisfied, than force the house into a position where you become a drag. Nobody is so unpopular in a sales force as the man who is a bargain at $200 and has made himself a lemon at $300."

Another sales manager takes this stand: "I don't worry about the



$1,000,000!

THE G. X. Mathews Company build good homes on Long Island. To dispose of these houses to the substantial home-owners of New York they advertised in THE WORLD. Here is the result as stated by Mr. A. F. Mathews, Treasurer of the Company:

> Perhaps it would be interesting to you to know that as the result of a month's advertising campaign in The New York World we sold over a million dollars' worth of houses—all sales which can be traced directly to readers of your paper.
>
> In an experience of over twenty years selling houses and real estate and an expenditure of over $200,000 in newspaper advertising, we cannot recall an instance where the results obtained were equal to those through your columns recently. Every house was sold before the building was completed.

Wouldn't you like THE WORLD to produce $1,000,000 for *your* business in a month?

The World

MALLERS BUILDING, CHICAGO
PULITZER BUILDING, NEW YORK
GENERAL MOTORS BUILDING, DETROIT
SECURITIES BUILDING, SEATTLE, WASH.
CHANCERY BUILDING, SAN FRANCISCO, CAL.
TITLE INSURANCE BUILDING, LOS ANGELES, CAL.

matter at all. I just keep in mind the fact that it is something to watch out for every now and then. I let the man make the first break. Then I send for him and we get away from the office, preferably out to dinner in a corner of a quiet club, and then I tell him what's what. I tell him that I would be culpable and dilatory in my duty to my house and to its sales force if I did not tell him the other side of the story. Nine times out of ten I can set the man straight and show him that he does not have to worry about his income, so long as he does concern himself with getting the business. And if he sees the light, we get to work and talk over ways and means whereby he can increase the showing in his territory. In most cases, he goes away not only satisfied with his interview, but feeling that he knows what to do to get that raise which he wants—feeling that we have shown him how to be worth the money and assured him that when he and we both see that he is worth it, the money will be forthcoming. And we show him how we will both know at the same time whether he is worth it or not."

"From the day a man comes to work for us," says another sales manager, "he knows just what he has to do to be worth more money. We tell him what he has to do to earn the fixed salary we pay him. And we show him how he can build up his territory. We show him how, as his territory comes along under his efforts, he will be paid each month in addition to his salary, based on his efforts. It is possible for every house to work out something along this line for its men. The house knows whether the man is making money for it or not. And it is only right and fair that it give its men a chance to know. The man who is not making good has a right to know it and to be given a chance to improve. Equally so, the man who is making good, has a right to know it and know that his compensation is being taken care of in proportion to his efforts."

The sales manager who recognizes his duty to his house knows that his volume of profitable business depends upon the strength of his sales force. He needs good men. He must pay for good men. If he has a nebulous proposition, he will never be able to satisfy and hold good men. If he has a definite, clear cut plan of compensation, whereby a poor man is shown up and a good man is taken care of, he will unconsciously attract to his force a better class of men and he will be holding them because he will be paying them what they are worth to the house and to themselves, which, after all, is the only enduring basis on which a force of salesmen can be built up.

New York Business Publishers to Resume Meetings

The New York Business Publishers Association, Inc., New York, will hold its first meeting of the season at the Hotel Astor at noon on October 24. Saunders Norvell, chairman of the board, McKesson & Robbins, Inc., will be the speaker. The topic to be discussed is "What Shall We Put in Our Papers?" This will be considered from the viewpoint of making publications more interesting and helpful to subscribers and thus more profitable to advertisers.

Prohibition Fight Centres in Advertising

Advertising is one of the principal battle grounds on which is being fought the issue as to whether the Province of Ontario shall continue its prohibition act or replace it with some form of government control of liquor sales. A plebiscite is to be taken on the question on October 23. Both the "wets" and the "drys" are using advertising to bring their arguments before the people. Newspaper, direct-mail and outdoor advertising is being used.

D. C. Warman Joins E. P. Remington Agency

Dana Cy Warman, formerly with the advertising department of the Grand Trunk Railway System, Montreal, and the Advertising Bureau of Detroit, has become service manager of the E. P. Remington Advertising Agency, Buffalo. Until recently he was with the Meinzinger Studios, Detroit.

F. A. Reinhart Joins Rankin

Fred A. Reinhart, for two years with the New York office of Lord & Thomas as space buyer, has joined the staff of the Wm. H. Rankin Company, at New York. He will devote his attention to space buying and contact work.

BIG results
From a big medium!

You can kill a Sparrow
With a pop-gun
But you need a rifle
For Big Game!

The American Weekly
Is just the medium
For advertisers who
Are tired of tickling the
Market
And want to
Capture it!

4,500,000 circulation
Seven dollars a line!

The American Weekly

A. J. KOBLER, Mgr
1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—*American*
Boston—*Advertiser*
Washington—*Herald*
Atlanta—*American*
Syracuse—*American*
Rochester—*American*
Detroit—*Times*
Chicago—*Herald and Examiner*
Seattle—*Post-Intelligencer*
San Francisco—*Examiner*
Los Angeles—*Examiner*
Fort Worth—*Record*
Baltimore—*American*
San Antonio—*Light*
Milwaukee—*Sentinel & Sunday Telegram*

"If you want to see the color of their money—use 'color'." A.J.K.



Joe Wilson is one of the livest advertising mail-order men in the West

National Salesmen's Training Association,
Chicago

TRUE STORY MAGAZINE,
Macfadden Building,
1926 Broadway,
New York, N. Y.

Gentlemen:

In regard to your query as to what I think about TRUE STORY, I can best answer you by pointing out that with one exception I have used a page a month in your unique magazine since it started publication. I missed the initial number because a first class engraver gave me fourth class service. TRUE STORY has consistently produced business for us at a low cost.

Yours very truly,

October 18, 1924. J. P. WILSON,
Director of Publicity.



66 consecutive pages in one magazine—

on the basis of

RESULTS

—and of course you know it's

True Story

Magazine

—with the largest newsstand sale in all the world

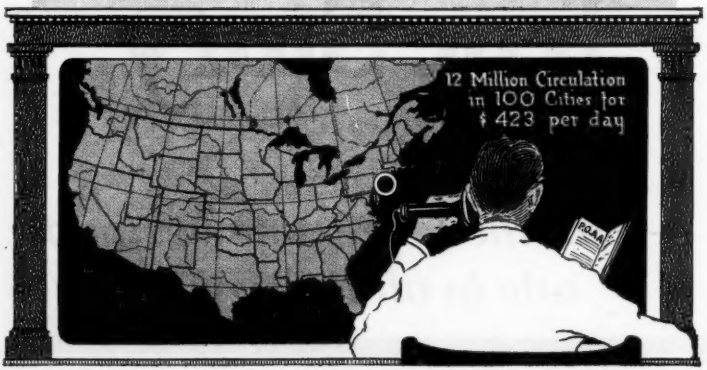
NEWARK
NEW JERSEY
SIXTH INDUSTRIAL CITY

STANDARDIZED
Painted Outdoor Advertising

WILL REACH A TEEMING
INDUSTRIAL CENTER
SURROUNDED BY FINEST
SUBURBS

UNITED
ADVERTISING
CORPORATION

For Newark, N. J. or nation-wide campaign information
write Secretary Painted Outdoor Advertising Association, Custer Ave., Detroit, Mich.



How Black & Decker Get Co-operation of Distributors

An Outline of the Policy That Enables This Industrial Advertiser Effectively to Support a Large Campaign

By G. W. Brogan

Of the Black & Decker Mfg. Co.

BLACK & DECKER sell to jobbers of iron and steel, machinery, mill supplies, electrical supplies, and automotive supplies. These jobbers sell direct to the manufacturing concerns, electrical contractors, and automotive repair shops, that do not buy Black & Decker electric tools for resale, but for their own use. Consequently, in the case of Black & Decker tools the jobber is the dealer.

Taking a basis of 100,000 Black & Decker electric tools per year which have to be distributed to a market of 287,000 users, we immediately realize that it would be almost physically impossible for Black & Decker to maintain a sales organization sufficiently large and efficient to cover this market. Therefore, these tools are sold through about 500 jobbers (dealers), some machinery and mill supply, some electrical and some automotive. These dealers average seven salesmen each, which gives us a total of 3,500 salesmen selling the line. Incidentally, the average number of machines per order is about two, so we have to secure about 50,000 user orders per year to absorb our output. Thirty-five hundred salesmen are none too many to cover the market, so you can imagine what a tremendous problem ours would be without the dealer.

In addition to providing a small army of salesmen to sell our line, the dealer distribution offers great advantages by virtue of local contact, personal acquaintance with prospects due to the fact that the dealer is dealing with these prospects continuously, local credit knowledge, knowledge of local business conditions and the fact that immediate deliveries can be made from stock in any part of the country. This will make it clear why we must depend upon dealer distribution. In fact, we are so dependent upon it that it is not enough to have 500 of the biggest dealers in the country handling the line. We must have their enthusiastic co-operation and that of their men. To secure this we adopted five years ago the very definite "policies" which I propose to go over with you.

Early in our history it was decided that the only safe way to build permanent good-will and secure the enthusiastic co-operation of the dealer and his salesmen was to outline in black and white the selling policies under which we operated, and to refuse, if necessary, to do business on any other basis. In other words, the Black & Decker Fixed Policies are designed to indicate the manner in which our dealers like to have us do business, and the occasional dealer who doesn't want to play according to Hoyle must sit in on some other game.

RULES THAT PLAY FAIR ALL AROUND

Hoyle's rules say that "four of a kind" beats "two pair." Black & Decker Policies say: "We will not sell direct at any price—all sales must go through our dealers." Black & Decker Fixed Policies are based on sound economics of business and were fitted to the ideas of our dealers. The fundamental upon which these policies are based is fair and equable treatment of all, with no special concessions to any, and there have been times when it has been very hard to live up to the letter of

From an address before the Annual Convention of the National Industrial Advertisers Association at Chicago.

these policies, particularly when some large dealer has got the idea in his head that he is entitled to more discount than all the rest. It is less than a year ago that we lost a very large dealer for this reason. But we lost nothing in the long run, for our other dealers in the same territory realized what had happened and showed their appreciation by welding a ring around the dealer who threw out the line because he couldn't get an extra discount, and reports that we are getting now indicate that he wants the line back again.

THE FUNDAMENTALS OF BLACK & DECKER POLICY

I shall go over the specific policies with you.

Fair Trade Practices. These are fundamentals of correct merchandising through dealer channels generally. These particular Fair Trade Practices were prepared by the Automotive Equipment Association, but are general in nature, and two other associations in other trades are using them as a backbone for similar rules for themselves.

Low Price Due to Quantity Production. No comment necessary, except to emphasize that high quality comes before price.

All B. & D. Products Guaranteed. No comment necessary except that the customer gets the benefit of the doubt every time. You will appreciate fully what the guarantee means after I explain the next item.

Chain of Service Stations for Users' Convenience. The Service Department is a division of the Sales Department and is operated for the benefit of sales. Black & Decker Service is operated solely to make satisfied users—not to sell parts. Parts and labor prices are being constantly adjusted downward, merely being kept at a point, as closely as possible, where the Service Department is self-supporting, but not profit-making. You could go into any of ten or twelve Black & Decker Service Stations and purchase a complete set of parts for a drill at no more than you would pay for the tool itself. There is no discount allowed to dealers on parts, and in view of the break-even policy on service, we try to handle all service direct through our own Service Stations.

We do not compete with our jobbers (dealers). We could not expect the enthusiastic co-operation of the dealer and his salesmen if we had our own men competing with them. We work with them, not against them, the only exceptions being the government and equippers. Government business is strictly a price or politics proposition.

For several years we tried handling Government bids through our dealers, and invariably lost out. To have various departments of the Government using our products is a good advertisement, and we met with no objection from our dealers when we decided that this business called for special handling. So far as the exception referring to equippers is concerned, this was inserted to cover the possibility of other manufacturers using parts of our products as an integral part of some finished product that they were marketing; but occasion has never arisen for its use.

Selected distribution. No comments necessary.

Black & Decker franchise. This refers to the franchise to sell Black & Decker products, and carries with it the right to the standard discount plus an additional discount to such dealers as exceed a set figure.

Stock Jobbers Discount. If I had time I should tell you a number of amusing stories of horror-stricken manufacturers predicting our early dissolution when we disregarded all tradition and actually printed our discounts in black and white and then were reckless enough to give the books containing this information to anyone who asked for them. For some reason discount has been a sacred shibboleth—strictly a trade secret. Our slant on this is that the user knows, or should know, that he must pay a reasonable profit to the dealer. The dealer is not in busi-



Good-bye "20-mule team"!

Good-bye to the old-time 20-mule-team borax train. Good-bye to that brimstone-tongued-son-of-the-alkali-desert, the mule skinner.

Borax now comes out of the modern desert-working in a string of trailers trundling along behind a swift-crawling tractor.

The same is true of all metallic and non-metallic mining operations. Machinery, and more machinery, takes the place of man-power and mule-power.

And those who sell machinery-equipment and supplies in the mining country know well that the direct road to the mine buyer's preference lies through the advertising pages of Engineering and Mining Journal-Press.

"E. & M. J.-P." is the mining man's authoritative paper in all the mining centers of the world.

With their 220,000 circulation the 15 McGraw-Hill Publications put their advertisers in touch with industry's buyers in the following fields:

Electrical: Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

Construction and Civil Engineering: Engineering News-Record.

Mining: Engineering & Mining Journal Press, Coal Age.

Transportation: Electric Railway Journal, Bus Transportation.

Industrial: American Machinist, Industrial Engineer, Power, American Machinist (European Edition), Chemical & Metallurgical Engineering.

Engineering in Spanish-Reading Countries: Ingenieria Internacional.

ENGINEERING AND
MINING JOURNAL-PRESS

A McGraw-Hill Publication

Tenth Avenue at 36th Street, New York

ness for fun, and the buyer must depend upon the dealer, therefore, why try to hide the fact that the dealer makes a profit?

Freight allowance. This enables Black & Decker to sell their products at the same price anywhere in the United States, and at the same price all over Canada, and you will be interested to know that this plan is rapidly being extended to our Export Department, and the time is not far off when Black & Decker tools will be obtainable anywhere in the world at one price. The freight allowance also enables all dealers to make the same gross profit, so that the dealers at a great distance from the source of supply are not handicapped through having to pay a heavy freight bill.

Black & Decker National Credit Service. An emergency measure designed to help during the depression of 1920-21. It was a lifesaver at that time, but having served its purpose was discontinued when the need for it no longer existed.

Advertising. Because of the nature of the product, the market and the channels of distribution, our plan is of a generalizing nature designed to familiarize as many people as possible with the name and product and to reduce sales resistance all along the line for the dealers' salesmen.

We use national mediums as well as business papers, each supplementing the other. In the matter of copy, I shall give you the underlying fundamental of all Black & Decker copy. We call it the "Thought Orbit."

The name, the product, the distinguishing feature of the product are always linked together and made very prominent. The idea is to create the "Thought Orbit" in as many minds as possible, so that these three thoughts are inextricably linked together, and the thought of any one of the three brings the other two thoughts to mind. Thus, when you think of portable electric tools, you will think of Black & Decker and "The Pistol Grip and Trigger Switch," or when you think of Black & Decker you will think also of portable electric tools "With the Pistol Grip and Trigger Switch," etc.

This does not mean that this is the sum total of our copy ideas, but it is the fundamental which we endeavor to combine always with selling copy. Here are some of the Black & Decker advertising high spots which will give you a good idea of what is involved in a campaign for backing up dealers' salesmen:

The P. M. P. Book (Products, Markets, Policies) has been prepared for the benefit of the dealers so that they may know the problem in its entirety.

The advertising prospectus. In this the yearly campaign is laid out in some detail for the benefit of the dealers, to enable them to take the fullest advantage of what we do to smooth their path.

The catalogue. Twenty-five thousand or more per year are printed, which are sent direct by mail by Black & Decker to a selected list of nearly 10,000 of the country's largest industrial companies that use drills, and are also supplied to the dealers for personal distribution by their salesmen to the most important prospects.

Screw Driver Data Book. Fifty-five thousand have just recently come from the press. These also are sent direct by mail to the Black & Decker selected list and are supplied to the dealers for distribution by them to a preferred list.

I might mention that the Black & Decker list is made up entirely of industrials which are being called upon by our dealers' salesmen and by the Black & Decker salesmen. Let me reiterate that all sales go through the dealers.

Miniature catalogues. Black & Decker use not less than a half million yearly. They are supplied to dealers imprinted for distribution by the dealers.

More Electric Tools Are Needed for Profitable Maintenance. Fifty thousand used this year. It contains nearly a thousand uses for portable electric tools in automotive repair shops. Supplied to



Steady Pressure on the Top Men

in the larger corporations places these men on your side when they are asked for their final O. K.

No part of your campaign can be more important than this steady pressure at the top – because without the final O. K. – the rest of your selling effort is lost.

The NATION'S BUSINESS

Washington

160,000 Circulation (Member A B C)



It's the even pull that pays

ABOUT the only result you get from a poorly matched team is public pity for the horses and perhaps a summons from the S.P.C.A., but many poorly matched sales and advertising teams excite no comment, except perhaps the comment of the advertiser when called upon to pay the "feed bill."

The advertiser or agency that makes an arbitrary appropriation for business papers may be hitching up an advertising runt alongside of a powerful draft horse. The advertising does not match the sales part of the team—it isn't geared to the load.

Advertising should pull its share of the load. The sales resistance to be overcome determines the amount of ad-

THE ASSOCIATED BUSINESS PAPERS, INC.
Over 120 Papers Reaching 54

vertising. In one case, 12 full pages may be sufficient; in another, 26 double-page spreads may be needed.

Use *enough* advertising power to accomplish your purpose, and see that it is properly related to the general sales plan.

Limited appropriations will go further in business papers of the A.B.P. type, than in any other class of medium, but the amount of the space should be carefully calculated in relation to the specific sales objective. Too little advertising, advertising that gets nowhere, is more wasteful than overspending.

Even engineers allow a "margin of safety" in designing a bridge—better that it should be a little too strong than too weak.

Perhaps our Advisory Service Department can help you get an advertising horse that will pull its share of the load.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.



Headquarters, 220 West 42d Street - New York

Fields of Trade and Industry

dealers for their distribution, imprinted with not only their name and address, but with their own selling message. The material was secured from automotive repair men by means of a prize contest run in automotive trade papers.

Leaflets, folders, booklets. These are supplied to dealers at intervals, imprinted with their name and address.

Blotters. Nearly a million and a quarter were supplied to dealers' salesmen this year. The dealers' salesmen used them in place of business cards. They bear the individual salesman's name as well as the name of the dealer for whom he is selling. This means double imprinting, as the dealers average seven salesmen each. The personal touch has made these a vast success. In my travels I run across them everywhere.

Insert pages for dealers' salesmen's loose-leaf catalogues. More than a mere catalogue listing. They contain reminders of the major selling points in addition to complete information regarding each item. Supplied in any quantities requested by the dealers.

Market analyses. Prepared from time to time as the result of special investigations, and supplied to dealers and their salesmen.

Window trim contest. A yearly event tied up with Black & Decker Week. Once a year all dealers put on a special drive at the same time on Black & Decker tools. The prizes for the window trim contest go to the individuals who trim the windows. The dealers heartily approve of this, as it helps develop their men in the art of window trimming.

Window and store display cards. Many differently colored cards and cut-outs, display racks and tables, and posters are supplied to the dealers. The most striking and adaptable and most popular for these reasons is the big drill cut-out.

Black & Decker pipes. Ten thousand of these have been distributed so far. These are what is known as a poker pipe, which style permits the imprinting of the name "Black & Decker" on the bottom where it is not objectionable. They are a high quality pipe, costing a lot of money, and have proved to be a wonderful novelty. They are distributed by Black & Decker salesmen to dealers' salesmen, and are handed out by dealers' salesmen to prospects where they will do the most good.

Appreciation. A brochure containing samples of the reactions of the dealers to our merchandising.

J. W. Sanger Addresses Advertising Legion Post

J. W. Sanger, foreign trade adviser of Frank Seaman, Inc., New York, advertising agency, addressed the October monthly luncheon meeting of the New York Advertising Men's Post of the American Legion, which was held on October 14.

His subject was "China," which he discussed from the angle of its political, commercial and advertising aspects.

Wisconsin Manufacturers Begin Campaign on Economics

The Wisconsin Manufacturers Association has started an advertising campaign to acquaint the people of Wisconsin with facts and figures on taxation, production, and other economic problems. Daily and weekly newspapers throughout the State are being used.

This advertising is being directed by Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, advertising agency.

C. A. Rheinstrom Returns to Macfadden Publications

C. A. Rheinstrom, who left Macfadden Publications, Inc., New York, about a year and a half ago to join the Littlehale Advertising Agency, Inc., New York, is again with the Macfadden company. He will have charge of the mail-order service bureau, a new department of the Macfadden company.

Roy C. Nelson Joins Will Howell

Roy C. Nelson, for more than fifteen years in charge of the production department of the Wm. H. Rankin Company, advertising agency, at Chicago, and more recently at New York, has joined Will Howell and Associates, Inc., Chicago, advertising service.

Fred M. Hanson Dead

Fred M. Hanson, first vice-president and general manager of the Everwear Hosiery Company, Milwaukee, Wis., died recently at Wauwautosa, Wis. He was fifty-five years old. Mr. Hanson was one of the organizers of the Everwear company and served as its president until its reorganization last spring.

Editorial Excellence



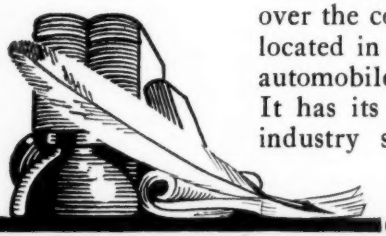
Reader interest is the very foundation of a trade paper's success as an advertising medium. Without it, the publication has no pulling power. With it, it becomes a mighty merchandising force.

Only editorial excellence can create and maintain reader interest. The better edited a paper is, the more it appeals to thoughtful, substantial and progressive merchants. This is the class of men to whom advertisers should appeal, for they have the ability to buy, are willing to entertain new propositions and are responsive to advertising in the papers they read.

It is because of their editorial excellence that the three great dealer papers—Motor World, Motor Age and Automobile Trade Journal—have acquired their remarkable dominance in the automobile trade paper field.

Their news has been fresh and accurate. Their merchandising articles inspiring and helpful. Their descriptions correct and informative. Their general articles thoughtful and timely. Their service suggestions comprehensive and valuable. Each issue of all three has been well-balanced, constructive and interesting.

To accomplish all this, there is an editorial force which has no parallel in this field. It includes 20 staff and 3 field editors, and 83 correspondents, of whom 20 are in foreign countries.



This organization spreads itself over the continents and the seas. It is located in every strategic point where automobile news is likely to develop. It has its finger on the pulse of the industry so that every change and

variation may be noted and recorded. Thus the news of the world along automobile lines is gathered by men who know whereof they write and is placed before the readers of these three papers, fresh and authoritative. Furthermore, the efforts of the staff are supplemented by contributions from men who are authorities on the subjects on which they write.

There is no editorial organization in the automotive field that is comparable to this. Nowhere else do men in the trade find such information and assistance. And that is why you find the progressive, quantity-buying dealers subscribing to one or more of these publications.

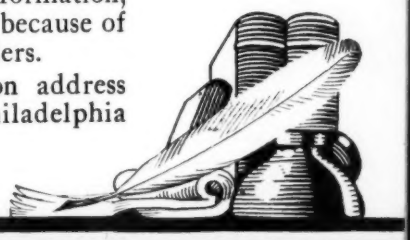
The combination of coverage, buying power and editorial excellence found in Automobile Trade Journal, Motor Age and Motor World is unique in this field. It explains why the big three are such an unequaled merchandising force. The manufacturer of an automotive product finds the short cut to his market by concentrating in Motor Age, Motor World and Automobile Trade Journal.

Their combined circulations of 80,000 (only 10.27% duplication) carry the message to men who do over three-fourths the quantity buying of the trade and will make the product known from coast to coast and border to border.

* * * * *

The foregoing applies with equal force to all the other publications of the Automotive Division. Each has the same high standards, each is noted for its editorial excellence, each has available the same facilities for gathering news and information, and each dominates its field because of the service it gives its readers.

For further information address our offices in New York, Philadelphia or Chicago.



PUBLICATIONS ISSUED *by the* AUTOMOTIVE DIVISION *of the* UNITED PUBLISHERS CORPORATION



The AUTOMOTIVE DIVISION *of the* UNITED PUBLISHERS CORPORATION

CLASS JOURNAL CO.,
239 West 39th Street
New York.

CHILTON COMPANY
Chestnut & 56th Streets
Philadelphia.

How Is Your Merchandise Used?

THE CARTER-LUDWIG COMPANY, INC.
HOBOKEN, N. J.

Editor of PRINTERS' INK:

We are very much interested in your paragraph on page 192 of the October 2 issue of PRINTERS' INK, referring to the use of cardboard to increase production of certain food crops.

Aside from the fact that we have a considerable amount of waste cardboard which is resold to the mills, we believe we have a construction that may interest the planters mentioned in your paragraph.

Could you refer us directly to the article that you have read? Any information that you give us along this line that will eventually enable us to take the matter up directly with the growers will be greatly appreciated.

THE CARTER-LUDWIG COMPANY, INC.
NICHOLAS H. LUDWIG,
Vice-President.

BECAUSE he is always interested in the subject of new uses for established merchandise, the Schoolmaster related in PRINTERS' INK several weeks ago how certain agriculturists were using paper around the roots of plants to increase production. Although his remarks occupied only two or three short paragraphs they inspired a surprising number of requests for further information.

This incident emphatically demonstrates the accuracy of the observation frequently made in these columns to the effect that there is no quicker or more certain route to greater profits than the discovery and effective merchandising of a new use. A large number of plans successfully used by manufacturers of a great variety of products to uncover new uses have been described in PRINTERS' INK and PRINTERS' INK MONTHLY. The Research Department is prepared to furnish a list which constitutes a quick reference guide to these articles. It is a list which practically every advertiser would do well to consult.

There is just one point, in this connection, that might be singled out for particular mention and that is the importance of studying periodically the sources from which orders originate. Who buys your merchandise? How is it used? These are two vitally important questions. They should be continually on the tip of every executive's tongue. Some unusual answers to them will be obtained if someone with imagination and foresight makes it a point to study the orders which flow into the factory.

Filled out order forms are not entertaining reading except from the profit standpoint. But when a paper house receives an order for paper from a planter in Hawaii, and then later receives a repeat order from the same source, a potential market of gigantic possibilities is overlooked if the orders go through the regular routine. More than one new use that could lift a business to new levels of profit lies buried in the order file. A half-day now and then devoted to a study of orders may uncover a tail that will eventually wag the dog.—[*Ed.* PRINTERS' INK.

Automotive Accessory Account for Olson & Enzinger

The Gemco Manufacturing Company, Milwaukee, has appointed Olson & Enzinger, Inc., advertising agency of that city, as advertising counsel. A campaign will be conducted during the coming year on automobile bumpers and other accessories.

The Rundle Manufacturing Company, Milwaukee, maker of bath tubs and other plumbing fixtures, also has appointed Olson & Enzinger to direct its advertising.

With National Enameling & Stamping Company

Laurence Miller has been appointed general manager of sales of the rolling-mill division of the National Enameling & Stamping Company, at Granite City, Ill. He has been associated with the Carnegie Steel Company, Pittsburgh, for the last ten years.

Appoints George B. David Company

The Asheville, N. C., *Times* has appointed the George B. David Company, publishers' representative, as its advertising representative in the East and West.

James A. Devine Starts Own Business

James A. Devine has started an advertising business under his own name with offices at New York. He was formerly associated with W. Montague Pearsall, advertising agent, New York.

Agencies Plan Marketing Research On a National Scale

H. S. Gardner Elected President of Association of Advertising Agencies at Chicago Convention—Code of Standards Adopted

THE American Association of Advertising Agencies committed itself definitely to a new program of marketing research at its eighth annual convention in Chicago, October 16 and 17. This program, according to executive officers of the association, will be national in its scope. It will concern itself with those marketing problems that are common to all advertisers and agencies, the distribution of buying power, a qualitative analysis of circulations, the accessibility of markets and the most economical methods of reaching them. A study of circulations will probably be the first definite task undertaken in this program. The research plan was first announced by Newcomb Cleveland in PRINTERS' INK of July 17, 1924.

James O'Shaughnessy, executive secretary of the association, announced that this work in the new research department would be started without delay as most of the facilities for the work are already in hand.

Together with a code of standards regarding advertising agency practice, the plan for research was the outstanding result of the association's two days of deliberation behind closed doors. While the code itself introduces little that is new into agency practice, it does put in definite form for the first time many standards of business conduct and crystallizes sentiment which in the past has been unwritten law. "It standardizes and simplifies advertising methods and practices," it was explained to PRINTERS' INK, "with a view to making advertising still more profitable to the advertiser and making still more savings to the buying public."

Herbert S. Gardner, head of the Gardner Advertising Company of St. Louis and New York, was elected president of the association for the coming year. His associates in the administration of the association's affairs are: Vice-president, Roy S. Durstine, Barton, Durstine & Osborne, New York; secretary, Herbert S. Simpers, McLain-Simpers Organization, Philadelphia; treasurer, H. K. McCann, H. K. McCann Company, New York; members of the executive board, three-year term; Stanley Resor, J. Walter Thompson Company, New York; Merle Sidener, Sidener-Van Riper Advertising Company, Indianapolis. James W. Young, J. Walter Thompson Company, Chicago, was elected to serve one year on the executive board, filling out the term of H. S. Gardner, president-elect of the association.

"The program of market research that the association has decided to undertake is in no sense an effort which will duplicate the work of any existing bureau or research organization," Stanley Resor, retiring president, said to PRINTERS' INK. "Naturally it will concern itself with publications, but its analysis in this field will of necessity be qualitative in character. At the present time the Audit Bureau of Circulations gives a satisfactory quantitative measurement of publications in this country and Canada. It does not attempt to set a value on the quality of the markets which certain publications reach or to grade markets.

"No one agency can afford to make a comprehensive examination of the problems in which advertiser and agency alike are interested. No one agency can equip itself to find out how buying power is distributed and to reach this buying power economically. It is a matter for co-operation. The association will probably confine its work to problems in which every advertising man has an interest. We will not, for example,

MORNING PAPERS THE GET ACTION SAME DAY

Action!

We turned 'em away there were so many

THE Enquirer's Dream Home was inspected from cellar to roof by over 94,000 people in three weeks' time—and was sold by the builder just as soon as released.

—The interest that was manifested in this project is being demonstrated still further by the contractors and merchants receiving important commissions to furnish similar installations in other Cincinnati homes.

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

take up the problem of a given commodity or of a narrow market since that would be of special interest to a few rather than of general interest. We hope to borrow from the methods of science and to develop unrealized facts and to weigh unrealized facts in such a way that the whole problem of better distribution will be nearer solution."

At the luncheon tendered to publishers by the A. A. A. A., John Benson, head of Benson, Gamble & Crowell, Chicago, sketched the association's history briefly, stressing the progress that had been made in agency finance. "Only one member agency has failed financially since the association was organized," he said, "and in that case 100 cents was paid on the dollar. We need more standardization in agency practice, uniformity in forms and methods that will take the jokers entirely out of rate cards and contracts. Agencies now are developing a new spirit among themselves. Both agent and publisher are now working together more harmoniously than ever to place the interests of the advertiser above everything else." A. W. Erickson, of The Erickson Company, New York, urged the publishers present to remember that every member of the A. A. A. A. is the publisher's partner. "All that we want from you," said Mr. Erickson, "is intelligent co-operation. We shall always be glad to reciprocate."

At the joint dinner given by the Audit Bureau of Circulations and the American Association of Advertising Agencies, Chancellor John Gabbert Bowman of the University of Pittsburgh, touched on the new marketing research program of the association. Following the dinner, Paul Block acted as host to the members of the association, the bureau and their guests at a special performance of "No, No, Nanette," at a Chicago Theatre.

The Potts-Turnbull Company, Inc., of Chicago and Kansas City, and the John Ring, Jr., Advertising Company, St. Louis, and S. Roland Hall, of Easton, Pa., were elected to membership of the A. A. A. A. at the Chicago convention. The membership committee announced that three other agencies had been admitted during the year just closed.

Herman Henry Kohlsaat Dead

Herman Henry Kohlsaat, former Chicago publisher, died at the home of Herbert Hoover, Secretary of Commerce, at Washington, D. C., on October, 17. He was seventy-one years old.

Prior to his ventures in publishing, Mr. Kohlsaat built up a chain of restaurants and bakeries at Chicago. In 1893 he purchased from William Penn Nixon a half interest in the Chicago *Inter-Ocean*, of which he became business manager. He sold his share in 1895.

On the death of James W. Scott, Mr. Kohlsaat purchased the Chicago *Times-Herald* and *Evening Post* and became editor of both publications. In 1901, he purchased the Chicago *Record* from Victor F. Lawson and consolidated it with the *Times-Herald* under the name *Record-Herald*. The *Evening Post* was sold to John C. Shaffer and in 1902, Mr. Kohlsaat retired to devote more time to other enterprises.

In 1910, he took charge once more of the *Record-Herald* which he continued to direct until October 1912, when he purchased the *Inter-Ocean* from George W. Hinman. He assumed editorial charge for a year. At the end of that time he again retired from active journalism and had since made his home at New York.

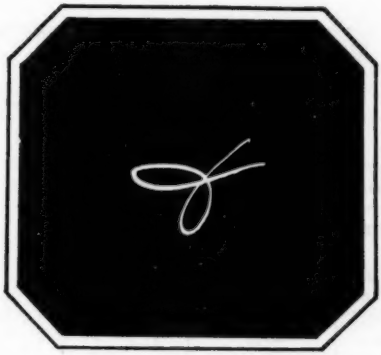
When news of Mr. Kohlsaat's sudden death reached the convention of the Audit Bureau of Circulations, in session at Chicago, the president of that organization, O. C. Harn, named a committee headed by Louis Wiley of the New York *Times* to attend the funeral at Washington. The other members of the committee named were: Victor F. Lawson, Chicago *Daily News;* Colonel R. R. McCormick, Chicago *Tribune;* Frank Munsey, New York *Sun;* Cyrus H. K. Curtis, Philadelphia *Public Ledger;* Arthur Hays Sulzberger, New York *Times,* and John Stewart Bryan, Richmond *News-Leader.*

H. R. McBride Returns to National Fruit Flavor

H. R. McBride who resigned as general sales manager of the National Fruit Flavor Company, New Orleans, in 1922, on account of ill health, has returned to that organization as manager of its sales promotion department.

Kansas Newspapers Combine

The two daily newspapers at Winfield, Kans., have been consolidated by W. G. Anderson, publisher of the *Free Press,* who has acquired control of the *Courier.* The combined paper is known as the *Courier.*



CUT OUT the idea that one can beat the game. It can't be done! One gets what he pays for in printing, as in everything else. If you pay a cheap price, you get cheap printing. If you pay a fair price and go to a reputable printer, you should get good, clean printing. There are a number of such printers in New York City. If you already are dealing with one of them, good; if you are not, we will show you what you have a right to expect.

Charles Francis Press

461 Eighth Avenue *Telephone Lackawanna 4300*

Printing Crafts Building, New York

Who Does t

Products Bought	President, Vice-Pres., Secretary or Treas.	Agent or General Mgr.	Superintendent	Profess. Purch. Agt.	Overseer or Foreman
Raw Materials	62.5	18.	8.1	11.1	.3
Machinery	58.9	23.2	6.3	10.5	.9
Power Plant Equipment and Supplies	52.7	15.2	17.4	11.5	3.2
Mill Supplies	47.2	17.1	19.2	14.5	2.0
Soap and Finishing Materials	47.1	14.2	21.	15.5	2.2
Oil	46.8	14.8	21.2	15.2	2.0
Dyes and Chemicals	48.6	20.3	12.1	14.2	4.8
Average	52.	17.6	15.	13.2	2.2

The above table shows the individuals who do the buying of each class of product by percentage of mills.

THERE has hitherto been so much guesswork and so many conflicting claims made regarding who does the buying for textile mills, that the publishers of TEXTILE WORLD undertook an investigation which has resulted in clearing away the haze and putting the matter on a very definite basis of fact.

s the Buying?

Fifteen hundred representative textile mills in all branches of the industry, and in all sections of the United States, responded to a questionnaire which called for the names and titles of the men who do the buying of seven different classes of products. The results for each class of product are shown in the accompanying table.

For a better understanding of this table additional information is necessary. We will gladly go into details with anyone who is interested.

Textile World

Audit Bureau of Circulations

Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE NEW YORK CITY

In Canada it's newspapers for—

If you lived in Canada you would advertise in the Canadian Daily Newspapers NOW—because you would feel the quickened pulse of business due to tremendous crop yields—high prices—and the constantly increasing importance of Canada in International Markets.

For 10% of your U. S. appropriation you can conduct an adequate and useful campaign through the columns of

THE DAILY NEWSPAPERS OF CANADA

Write these papers—ask your agency

The Maritime Market

	Population	Newspaper
Halifax	75,000	Herald & Mail
Halifax	75,000	Chronicle & Echo

Quebec Market

	Population	Newspaper
Quebec	117,500	Le Soleil (French)
Quebec	117,500	Chronicle
Montreal	839,000	Gazette
Sherbrooke	23,515	La Tribune (French)

Pacific Market

	Population	Newspaper
Victoria	60,000	Colonist

Ontario Market

	Population	Newspaper
London	70,000	Free Press
London	70,000	Advertiser
Hamilton	114,151	Spectator
Peterboro	25,000	Examiner
Kitchener	29,600	Record
Kingston	35,000	Whig

Prairie Market

	Population	Newspaper
Winnipeg	280,000	Free Press
Winnipeg	280,000	Tribune
Edmonton	70,000	Journal
Calgary	75,000	Herald
Regina	35,000	Leader & Post
Saskatoon	31,364	Phoenix & Star
Moose Jaw	20,000	Times & Herald

National or Sectional Coverage

Prepared by SMITH, DENNE & MOORE, Ltd., General Advertising Agency, Toronto and Montreal

The Salesman Who Over-Talks His Product

Prospects Who Are Not Permitted to Say a Word Seldom Become Customers

By W. H. Heath

"WHEW!" gasped the general manager, mopping the perspiration from his brow, and sinking limply back in his chair, "I'm glad that fellow has gone. Did you ever, in all your life, hear such an exhibition of high-and-lofty verbal tumbling? I'm actually tired from listening to him. His goods may be all right, but I would rather accept an inferior product and escape having to do business with that company's representative."

The assistant manager saw no humor in what had taken place.

"For my part," said he, "there were several times when I wanted to show him the door. Just a stupid fool. Only exaggerated ego makes a man act in any such fashion. He likes to hear himself talk, and his appetite for it has never been anywhere near satisfied. If he gets past the outer office again we'll fire the telephone operator and the office manager. Niagara Falls has nothing on that man's tongue."

The verbose individual referred to was a young salesman for a very successful Eastern manufacturing enterprise. And during a brief two years in service, he has talked himself out of more orders and discouraged more prospects, than it is easy to tabulate here.

His was a case of an over-indulgence in enthusiasm. He seemed quite incapable of reserve, of verbal restraint. Like a stream, he flowed on forever, well past the period when the other man rather likes to have something to say on his own score.

It was not that he really meant all he said. Few arguments can be raised against the salesman who is so sincerely saturated with the quality of the thing he sells that this enthusiasm bubbles and seethes to the surface. He believed that this was the best way to sell goods. His flowery excursions were artificial and transparently bombastic.

A new manufacturing establishment in Virginia had need of a considerable number of machine tools. It wrote a certain concern and requested that a salesman be sent at once. A committee of five men was ready for the salesman when he arrived. They sat around in easy chairs in a room in the office building at the plant, and suggested that the newcomer have his little say. The floor was his.

A LONG-WINDED TALKER

The salesman talked steadily for nearly two hours. There was scarcely a break in that endless flow of words. It gushed, with torrential fervor. Several times members of the committee wanted to intervene with questions. They were never allowed to get very far with them. The salesman brusquely shoved them onto a siding and permitted the through express of his talk to drive straight through at thundering speed. Everything else was swept aside.

A dozen stories of service were told; a dozen instances of successful installations. The salesman went into intricate detail concerning great installation accomplishments in South America and Cuba. He read from a sheaf of complimentary letters, in which his firm was heaped with flowers and lathered with praise.

At the expiration of two hours the salesman had talked himself out of the order. There was too much evidence, too much self-praise, too much gab. The committee had grown suspicious. A

little evidence might have proved satisfactory, but mountains of it, glibly recited, was overdoing the demands of even the most exacting.

Some days ago we happened to be in the office of a manufacturing plant in Pennsylvania, when the name of a salesman was announced.

"Remain right where you are," said the manager. "I want you to hear this fellow unroll his tongue. At first, I was no more than disgusted, but now I have grown to really admire him. When a man reaches such a high degree of efficiency it deserves recognition. Never, in all my life, have I ever heard anyone who could match him at talking. His vocabulary is as complete as the dictionary itself. We will never give him an order, but, as a feat of human endurance, it is worth while giving him a half hour."

The salesman entered. He was a stout, smiling person, whose air of self-possession fairly radiated from him.

And in less than ten minutes, he had opened wide the floodgates of his oratory. So far as we could determine, he was extolling his firm, and, as a side issue, reprimanding the prospect for never having thrown any business his way.

"Do you know, Mr. X," he said, "that we are now serving over 11,000 plant managers and have files of over 50,000 letters, unsolicited, commending us, stating that our goods can't even be approached by our competitors? Last week in Cleveland, we put in eighty machines in one factory. They wired us that it was the most marvelous demonstration of quick service and of quality product, they had ever encountered in almost forty years of business experience.

"As long ago as ten years, we knew we had the other crowd licked. They just don't know how to build these machines. They have young college boys as plant engineers. If you folks don't come in with us, you will be the only large establishment of this kind that is not equipped with our stuff. The trade will begin to think you are willing to scrape along on your old equipment, and it's just not being done these days."

The manager cast a sly look in our direction and winked. The salesman continued, volubly, and cock-sure:

"I'm not just talking as a salesman would talk, when I say we have a marvelous piece of mechanism. Every engineer and machinery designer in the country has told us so. The trade papers have been saying it for years. I'm not much for the factory end, but when I can steal a few days off, I always visit the plant and see the boys at work. Proud? I'll say so. It makes a man mighty happy to be representing such a product and such workers. Why say, I had one of our nearest competitors say to me, in a Chicago Pullman the other night:—'Bill, you folks have the world licked. We admit it. It ought to be easy to sell your line. People just have to take it, with no argument. All you need to do is to send in your card, bearing the house name, and the order is closed.'"

HE NEVER CAME UP FOR AIR

The salesman continued in this vein for almost a half hour. There were no breathing spaces, no momentary lulls, during which someone else could make an observation or ask a question. The alarm clock, wound up, and due to run its course, was the counterpart of this astounding exhibition of poor judgment.

Then he was arbitrarily cut short and told to "come in again." It was waste steam, getting him nowhere. His own worst enemy, as a salesman, was talk, talk, talk.

"One point I have always kept in mind in connection with salesmanship," observed a sales manager who is adept at training men, "is that the other fellow is apt to like to talk himself. Most of us do, when you get right down to the truth of it. It is aggravating to want to say something and to sense, in the manner of the other

Kansas City Trade Territory

$3,428,204

Spent annually by the Journal-Post family of readers for

Men's Neckties

Journal-Post readers in Kansas City alone spend $1,517,483 a year for men's neckties.

Increase your sales in this territory! The Journal-Post audience is responsive.

The Kansas City Journal-Post

Second lowest milline rate, either morning or evening, in America—on a 2500-line space contract.

VERREE & CONKLIN
New York, Chicago, Detroit, San Francisco

person, that which makes you feel he is impatient over it and eager to be wagging his own tongue again.

"And this habit of talking too much comes from an entirely wrong conception of what constitutes real salesmanship. 'But a man has to praise his own goods, stand by them, talk about their good points and enthuse over them, hasn't he?' a junior salesman once said to me, after he had been reprimanded for being entirely too gabby.

"'Yes,' I told him, 'but always in moderation. You can go so far that your prospect becomes suspicious. You are trying too hard to make your point. If the product is as good as you are saying it is, you will not need to go galloping down Talk Street like a runaway. Only the poor product requires such strenuous selling methods.

"'Take it easy. Hold back a little. Allow it to be inferred that the other man is aware of the quality of the thing you are selling and that, as a consequence, it is unnecessary for you to go into elaborate detail. A certain amount of modesty in sales talk, is far more effective than heavily coated personal praise. It should be kept in mind that when you engage in this sort of thing, you are complimenting yourself and your product and your own firm. No shrewd man goes about complimenting himself to the point where it becomes objectionable to others.'

"I have a great deal of trouble convincing some of my men of the soundness of these arguments. They are inclined to over-elaborate and to exaggerate, to gush and to gurgle. They would lead any wise man to believe that there must be something wrong with the product, so dramatic and persistent becomes their praise. I have never believed that a really good thing requires shouting from the house-tops. It is not unlike lauding virtue, or being boastful about old-fashioned honesty. And the idea applied more particularly to the product of an old, established house."

Beyond dispute, it is possible for a salesman to over-talk his product. There is such a thing as knowing when to stop and all salesmen would benefit by acquiring the art. Mark Twain's story about the minister who preached so long that he talked Mark out of his original idea of dropping a dollar in the collection box is very much to the point. Tell your story, by all means. But don't forget that the prospect may also have something to say. The prospect who is scarcely given a chance to say even "yes" or "no" seldom becomes a customer.

Manchester "Mirror" Buys Printing Business

The John B. Clark Company, printing, Manchester, N. H., has been purchased by and combined with the Manchester *Mirror*. The purchase reunites a printing business and a newspaper publishing business which was conducted as one organization from 1852 to 1918. John H. Fahey, publisher of the *Mirror*, has acquired the controlling interest. Arthur A. Harvey, vice-president and treasurer of the Clark company, retains an interest and will continue in the management of the business.

American Steel & Wire Advances H. A. Squibbs

H. A. Squibbs, for the last eight years assistant manager of the fence and post sales department of the American Steel & Wire Company, Chicago, has been appointed manager. He succeeds John W. Meaker, who, as reported in PRINTERS' INK of last week, has been made general manager of the Cyclone Fence Company, Waukegan, Ill.

S. E. Wardell Joins Tuthill Agency

S. E. Wardell, formerly with Frank Kiernan & Company, New York advertising agency, has joined the Tuthill Advertising Agency, Inc., also of that city, as an account executive.

Has Douglas Fir Door Account

The Nicolai Door Manufacturing Company, Portland, Oreg., manufacturer of Douglas fir doors, has placed its advertising account with the Hall & Emory Agency, Inc., advertising agency, of that city.

Can Your Salesmen FIGHT ?

Are they fighting? Do they get the business? Do you give them the right proposition?

Don't you need the services of an organization that can get up a new proposition, a new plan, a new appeal in your advertising copy?

Wouldn't you like to find someone who could give your whole outfit a new start?

Why don't you try us? It wouldn't take you long to see what we have.

M. P. Gould Company

Advertising Agency

454 Fourth Avenue, New York

The OK of

Among the orders received during the last two weeks are the following from advertisers who will commence shortly in THE PROGRESSIVE GROCER. We are glad to add these distinguished names to the increasing list of prominent advertisers who are using this effective means of reaching 50,000 important grocers and jobbers.

from **J. WALTER THOMPSON COMPANY**

Full Pages for

from **N. W. AYER & SON**

Double Pages for

from **CORMAN CO., Inc.**

Third Covers for

f outstanding advertisers and advertising agencies

LIBBY'S FOOD PRODUCTS

CANADA DRY GINGER ALE

LIFEBUOY SOAP

The PROGRESSIVE GROCER

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY

912 Broadway, New York

No Slump In Business Here!

The November Household Journal, which is just going to press, shows an appreciable increase in advertising lineage over the corresponding issue of 1923.

Advertisers stick through thick and thin, because The Household Journal PAYS!

700,000
MAIL SUBSCRIBERS

The Household Journal is a thirty-year-old publication circulating in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska.

$2.60 an agate line

$1450.00 a page
(680 Lines)

Forms close promptly 5th of preceding month.

The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.*
Batavia, Illinois

Chicago Office
Rhodes & Leisenring, Managers
2003 Harris Trust Bldg.
Central 0937

New York Office
A. H. Greener, Manager
116 W. 39th St.
Room 1030

Editorial Content and Trading Zones for Poster Advertising

A Report on New Developments in the Poster Advertising Field

By Albert E. Haase

OUTDOOR advertising is, taking on editorial content. Just as the newspaper, magazine, farm paper or business paper has something to offer its readers, so the poster and painted display will have that inducement. We called this added feature "the editorial content of the poster panel" in talking with a great number of owners of poster plants during five days of last week at Detroit. These poster people had not been thinking in that term, but rather in terms of beauty and service. When you seek a description of some new development you must get it in terms of things you already know. When the analogy of what was under way in the poster advertising field with the editorial content of a publication was pointed out to these many poster advertising men they readily saw that they were giving editorial content to poster advertising.

What is this editorial content of the poster? The answer to that question and to several others that will be asked and answered later form a report on the thirty-fourth annual convention of the Poster Advertising Association at Detroit which started on October 13 and ended the evening of October 17.

A word of explanation of the association is in order here before the question on editorial content is answered. The Poster Advertising Association has a membership of about 1,200 individuals who are the owners of some 13,000 poster advertising plants operating in that number of cities and towns. The spirit of the late Barney Link, a pioneer in outdoor advertising, dominates the association. An indication of the respect to his genius will be noted later on. In accordance with the planning of Barney Link, the association is exclusively a service organization concerned with the advertising development of posters. There, in small space, is the background.

Now to return to the question of editorial content. Of the twelve hundred individual members of the association there were more than 700 present at this annual meeting. This large number had come to hear of the latest developments in their business. They heard of plans to beautify outdoor advertising through proper landscaping. They saw in Detroit actual examples of poster advertising in attractive settings that looked like well-kept public parks. Neat lawns, fir trees and shrubbery made an inviting frame for these model poster panels. Lattice work, separating one panel from the next and dispelling any appearance of overcrowding added to the effect produced by shrubbery, fir trees and lawn.

It is this development of these added features that attract and invite the eye to the poster panel that we believe is analogous to the illustrations and editorial matter of publications.

In addition to this development of the setting for poster advertising there was much evidence of a great expansion of a service directly comparable with the editorial columns of publications.

Throughout the five days these same 700 poster plant owners looked directly at a large poster on the Nativity of Christ. This poster, used somewhat heretofore, is to appear throughout the country before Christmas. It will bear in one corner the words, "Ask your Sunday School Teacher to tell you the story"; and in another corner in small letters: "This space donated by the local plant owner."

It has already been decided to

go beyond this. Believing that much of the present religious intolerance can be allayed by picturizing the importance of true religion to civilization, the association is conducting a contest among artists of the world for a poster that will spread religious good-will and tolerance. Three prizes, totalling $800, are being offered.

In certain cities plant owners are placing one or more panels at the disposal of first, local authorities; second, county; third, State, and fourth, Federal. Such locations are to be found for messages that will help the cause of good government or better living conditions in community, city, state and country. Messages such as "Loyalty to our City Costs us Nothing and Yields Vast Returns. Think about it!" have already appeared.

Public movements, such as the Boy Scouts organization, and the work of business organizations such as the National Vigilance Committee and its Better Business Bureaus, are to be aided by the use of poster space. A plan of co-operation with the National Vigilance Committee was developed at the convention and the plan was approved with wholehearted enthusiasm. It will take the form of posters that spread the warning: "Investigate before you Invest" and will be part of a general campaign that PRINTERS' INK has long vigorously advocated to manufacturers as a way to conserve the buying power of the people of the country.

A more detailed explanation of this new development of an editorial content for posters, could be given, but we feel that from what already has been said the point has been made clear.

More information, however, should be given on the work of developing attractive settings for poster panels. In certain sections of the country, notably on the Pacific Coast, this work has been under way for some time. It has been hastened, however, through the establishment of the Barney Link Research Fellowship in the early part of this year at the University of Wisconsin. This fellowship was the tribute previously referred to by the industry to Barney Link. It was conceived by Kerwin H. Fulton, president of the Poster Advertising Company, and of a large number of poster advertising plants and businesses.

The studies being made under this fellowship have been outlined in the following manner:

I. Accumulated data on phases of outdoor advertising under consideration.
II. Types of treatment:
  (a) Methods.
    (1) Types of planting.
    (2) Amount.
    (3) Other ornamentation.
    (4) Arrangement of boards.
  (b) Influence on advertising value.
  (c) Influence on securing public approval.
III. Plant materials adapted to ornamentation.
IV. Methods of summer transplanting.
V. Comparative costs of methods employed (both planting and other ornamentation).
VI. Farm advertising.
  If possible to arrange a preliminary study on use of posters for farm advertising.

A report on the work being accomplished under this fellowship by Kerwin H. Fulton made the following statements:

Poster locations have been bought outright or secured under long leases in Eau Claire, Madison and Racine, Wis., for experimental work. The city of Madison has been made the central point of the work because of the fact that it is the seat of the University. Plans are being made to build a model poster plant in Madison to which all plant owners could go for advice and instructions, standards and specications.

Professor Franz A. Aust, associate professor of landscape design at the University of Wisconsin, and John R. Campbell, who had been appointed research fellow, are directly in charge of the experimental work. They have not only made experiments with the use of shrubbery, trees and lawn as settings for poster advertising, but recognizing that there will be locations where such settings cannot be used, have

sought to create ten better backgrounds by the use of lattice work. Mr. Fulton's report on this phase of the experimental work said.

"Professor Aust is making a study of lattice design for use as an apron below the panel, as divider between panels, and at the ends to improve the appearance and enhance advertising value.

"It is his desire to bring this study to a conclusion at the earliest possible moment because of the great variety of lattice which is being installed by plant owners throughout the country at the present time. Much of this lattice is of little, if any, improvement. A great deal of money can be saved by the plant owners by using the proper lattice first."

An actual campaign has been given to Professor Aust to work out in connection with his experimental work. That campaign is the marketing of the cherry crop of Wisconsin. Fresh cherries have already been marketed by the campaign and a more extensive campaign on canned cherries will follow during the winter months.

Professor Aust appeared before the convention, and addressed it, not on the work he was doing, but rather on the revelation that had come to him on the place of all advertising in the present economic arrangement. He made clear the fact that he was at one time a most bitter opponent of outdoor advertising.

What he had to say on his conversion can be summarized along with the remarks made by Lorado Taft, eminent sculptor and authority on art, on his own status as "the prodigal son." That composite summary can be put in these words: Poster advertising can be a fusion of two forces—art and commerce. Art which had opposed poster advertising can find in it a medium of expression to gladden everyday life. Commerce represented by the poster can use art to its own profit.

It might be well to call attention to the fact that Lorado Taft's most important point was on the possibilities that were in poster advertising as a means of beautifying the "home town." "When posters are beautiful," he said, "they become a most potent factor for the betterment of civilization. They speak the vernacular of the people and therefore are the key to making the home town beautiful."

This subject matter of Professor Aust's and Lorado Taft's addresses leads to the question: What is being done to curb harmful practices that cause public disapprobation? The association answered that question when it unanimously and enthusiastically passed the following resolution as presented by Tom Nokes of Johnstown, Pa.:

Whereas, Unserviceable circulation is a waste in advertising and constitutes an economic loss, therefore

Be It Resolved, That the Poster Advertising Association, Inc., in the interest of advertising adopts the following as fundamental principles for the betterment of Outdoor Advertising:

Outdoor Advertisers should neither practice nor uphold:

(1) Displaying advertising so as to endanger traffic.

(2) Displaying advertising so as to obtrusively offend a beautiful scenic view.

(3) Displaying designs or copy that are morally offensive.

(4) Displaying advertising on structures which are not substantially built, architecturally artistic and safe.

(5) Displaying advertising in a purely residential district, or in any location where so located the resentment of reasonably minded persons is justified.

(6) Displaying by tack cards, snipes, daubs or any other illegitimate or unlawful method.

(7) Displaying commercial advertising within property limits of highways.

(8) Displaying advertising on natural surfaces, such as trees, rocks, etc.

(9) Displaying advertising upon or in such proximity as to misuse or trade upon the service, dignity or beauty of a government mail box, a monument, fountain or other object of civic aesthetic regard.

(10) Displaying advertising that is untruthful, misleading, or otherwise uneconomic.

The beginning of what is considered a practical plan to curb any harmful practices was outlined by Mrs. Harry Lilly, who is chairman of a permanent organization at New York, known as the "Committee of Public Relations, Co-operating with the Organized Outdoor Advertising Industry." Here is Mrs. Lilly's explanation of the plan which is to be followed:

"The Committee of Public Relations Co-operating with the Organized Outdoor Advertising Industry provides an opportunity for the 'Public to Say it to its face' (with flowers if so disposed) and an equal chance for the industry to talk back. This sounds quarrelsome but its intention is peaceable and progressive. . . .

"It shall be the policy of the committee to establish cordial relations between the organized public and the organized outdoor advertising industry. Meetings of representatives will be held from time to time at which opinions will be interchanged and debatable questions frankly discussed. The committee will receive specific complaints and will pass on to the industry in addition to definite requests for action, suggestions for improvement arising from the discussions and culled from correspondence.

"The industry will in turn communicate to the organization through their representatives and if feasible through organization publicity channels, matters relevant to the industry's program of advancement, for it is important that dependable information form the basis of judgment on both sides of a question.

"What disposition is made of a specific complaint? As the committee is to co-operate with the *organized* industry most of its co-operating activities will be directed through two national associations, therefore, the committee will immediately upon receipt of criticisms and complaints forward them to either one of these associations. If a poster board is the offender, communication will be addressed to W. W. Workman, president of the Poster Advertising Association; if a painted bulletin to H. C. Macdonald, president of the Painted Bulletin Association. The president in either case will delegate a committee of three to investigate and handle the complaint. This committee will first visit the author of the original complaint discussing the matter thoroughly and wherever necessary will make a personal inspection of the location complained of in company with the person or persons who made the complaint. After most careful consideration of all angles such committee will make recommendations which each president will see are carried out in his own organization or if a person not affiliated with either of the two associations is responsible for the situation both associations will co-operate by using their influence to the utmost to correct the abuses complained of.

"There are two advantages in this procedure; first, the Committee on Public Relations has a direct point of contact with the poster and painted bulletin plant owners who voluntarily agree to abide by the standards of their respective associations when they become members; second, the organized industry with its intimate knowledge of advertising matters has more direct access to non-member offenders than individual organizations can have and greater influence when its action is the result of impartial public opinion."

POSTER PANEL RESTRICTIONS

A study of this report and of the resolution given immediately before in this article leads to the conclusion that the Poster Advertising Association is striving for fewer and better poster panels. Nor are the resolution and the report the only evidence of such an inclination. A change in the membership requirements of the association furnishes another indication. That change provides that hereafter no poster plant serving a town of less than 200 population shall be admitted to membership in the association. Heretofore the minimum population requirement has been one hundred.

This movement to restrict the number of poster panels points the way to a new step in the poster advertising business. What is that step? Briefly it is the setting aside of trade zones covered by poster plants. Hereafter plant owners are to have pointed out to them the advisability of erecting poster panels at points that are of

a b c d e f g h i j
k l m n o p q r s
t u v w x y z —

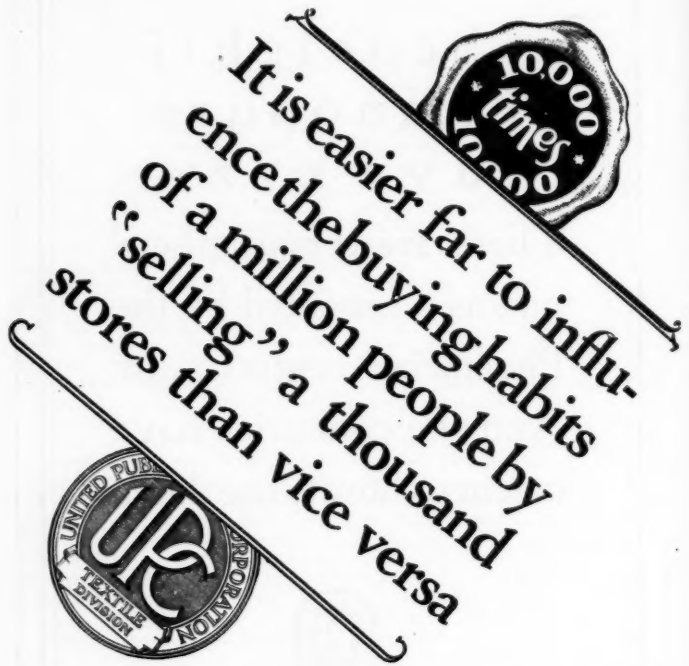
These are typographers' pawns—invented by the Phoenicians centuries ago. And the centuries have taught us how to use them.



J. M. BUNDSCHO, INC.
Advertising Typographers
58 E. WASHINGTON · 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

DEALER INFLUENCE?



The ECONOMIST GROUP

—exerts the direct influence of buying information and selling inspiration on more than 45,000 subscribers in more than 35,000 leading stores in more than 10,000 cities and towns—stores that do over 75% of the total business done in dry goods and department store lines.

DRY GOODS ECONOMIST

(National, Weekly, from New York City)

MERCHANT-ECONOMIST

(Zoned, Fortnightly, from four centers)

NEW YORK CHICAGO ST. LOUIS SAN FRANCISCO

value in covering their particular trade zone as against general buying of locations for the erection of poster panels.

Much work is ahead on this step. Arrangements that will facilitate the work are, however, getting under way. Already the association has redistricted itself. Further than that it has set out the avowed purpose of seeing that every State in the Union has its own association. It believes that by making the proper districts and by having every State organized it can more properly guide and help on the problems of getting the right coverage in every important trade centre.

The importance of trading zones was emphasized by the only advertiser who addressed the convention, Henry Mueller, of The C. F. Mueller Company, macaroni and spaghetti manufacturer, of Jersey City. Mr. Mueller related the part advertising had played in the growth of his company, which by the way, he said was the first American company to forego the use of foreign labels. He then dwelt specifically on the present advertising campaign of his company which advises, "As a change from potatoes try macaroni." A complete description of that campaign will be found in PRINTERS' INK of July 31 on page 89. Mr. Mueller, while making clear that he held no brief for any particular type of advertising medium, not only touched on the importance of trade zones in poster advertising but also on the need of attractive and clean surroundings for poster panels, by saying in effect that only when such conditions prevail is it possible for a food manufacturer to make use of poster advertising, since food must always be associated with cleanliness and attractiveness.

The foregoing is set forth as a report to advertisers on this five-day meeting of poster plant owners. We believe it covers all the activities of the convention of direct interest to advertisers. There are, however, certain other aspects and backgrounds of the convention that may be of interest to them.

It may be interesting to know that most of the meetings were charged with emotionalism, generated chiefly by speeches of Judge E. Allen Frost. Gifted with a casualness of speech that was amazing, he could at times so move his audience that he seemed to be handling electricity instead of words.

It doubtless has been noticed that in this report reference has been continuously made to "poster panels." This is the term the association is seeking to bring into general use. It disapproves of the words "billboards" and "poster boards." In place it suggests "poster panels." To Al. Norrington of Pittsburgh has fallen the job of spreading the use of the terms poster and poster panels. His chief work has been to see that the letterheads of members of the association make use of these approved terms.

Toward the close of the convention the association passed the following resolution:

Whereas the scope and true portion of poster advertising in the marketing and distribution problem of this country has been very intelligently and fairly presented the past year by a journal for advertisers, PRINTERS' INK of New York, therefore, be it resolved

That this association extend a vote of appreciation and commendation to PRINTERS' INK for its splendid efforts in behalf of advertising and advertisers.

The 1925 convention will be held in Dallas, Tex.

Postum Cereal Reports Sales Gain

The Postum Cereal Company, New York. Post Toasties, Postum and Grape Nuts, reports sales for itself and subsidiaries of $19,102,392, for the nine months ended September 30, 1924, after expenses and Federal taxes. This compares with $17,447,835, in the first nine months of 1923. Net profit for the 1924 period is shown as $3.096,998, as against $2,439,332, in the corresponding period of last year.

R. D. Wyly Joins Washington Agency

Ralph D. Wyly has joined the staff of the Tauber Advertising Agency, Inc., Washington, D. C., as an account executive. He was formerly with Bolton, Meek and Wearstler, Youngstown, Ohio. More recently Mr. Wyly has been with Fuller & Smith, Cleveland.

Workman Again Heads Poster Association

W. W. WORKMAN, head of the Dixie Poster Advertising Company of Richmond, Va., was unanimously re-elected president of the Poster Advertising Association at Detroit last week.

Harry F. O'Mealia, of the Jersey City Poster Co., of Jersey City, N. J., who had been treasurer, was elected vice-president. C. O. Philley of the Philley Advertising Company, St. Joseph, Mo., was elected treasurer.

The directors of the Association, according to districts are:

New England: E. C. Donnelly and Thos. R. Burrell; *Eastern District*: K. H. Fulton, A. S. Hathaway, H. F. O'Mealia, Al. Northington, and Tom Nokes; *Central*: Ralph Wishart, T. B. Haber, H. C. Walker, Sol. Ghaster, and B. W. Robbins; *Western*: C. O. Philley, J. H. Brinkmeyer; *South Central*: John Baird; *Southwestern*: P. L. Michael; *Northern*: O. F. Burlingame; *Rocky Mountain*: R. L. Bird; *Pacific*: A. F. Lausen; *Middle Atlantic*: Harry Martin, Rube Robinson; *Southern*: George Ripley, James Cassidy; *Canadian*: H. A. Williams.

New Orleans Lumber Dealers in Educational Campaign

The New Orleans Retail Lumber Dealers Association, Inc., New Orleans, has appointed Bauerlein, Inc., advertising agency of that city, to direct an educational and institutional campaign on building products.

"The Purchasing Agent" Advances R. R. Ricker

R. R. Ricker, manager of the Cleveland district *The Purchasing Agent*, New York, has been elected vice-president of The Purchasing Agent Company, Inc., publisher of this periodical.

Structural Gypsum Account for Rickard Agency

The Structural Gypsum Corporation, New York, has placed its advertising account with Rickard and Company, Inc., of that city.

Supreme Court Upholds National Biscuit Decision

The Supreme Court of the United States announced on October 20 that it refused to review the case of the Federal Trade Commission vs. the National Biscuit Company, which involved the Trade Commission's order that the National company recognize buying pools formed to obtain the 15 per cent discount granted by the company to chain stores.

The progress of this case previously was reported in PRINTERS' INK of January 31, 1924, and in the issue of May 15, 1924, which gave the decision of the Circuit Court of Appeals in New York reversing the Federal Trade Commission's order.

Kroehler Adds Pacific Coast Links to Distributing Chain

The Kroehler Manufacturing Company, Chicago, has purchased the Continental Furniture Manufacturing Company, San Francisco and the Southern California Furniture Company, Los Angeles. This is part of the company's plan to have factories located at strategic points so that transportation costs will be eliminated. It is planned to add other factories to its chain in either Atlanta or Chatanooga and in Boston. Pacific Coast newspapers will be used to acquaint the public in that territory with the Kroehler line of furniture.

Butler-Klingenfeld Company Changes Name

The Butler-Klingenfeld Company, advertising agency, New York, has changed its name to R. H. Butler, Advertising. This change follows the purchase of the interest of John H. Klingenfeld by R. H. Butler who will continue the business.

Canadian Campaign for Adjusto Overshoe

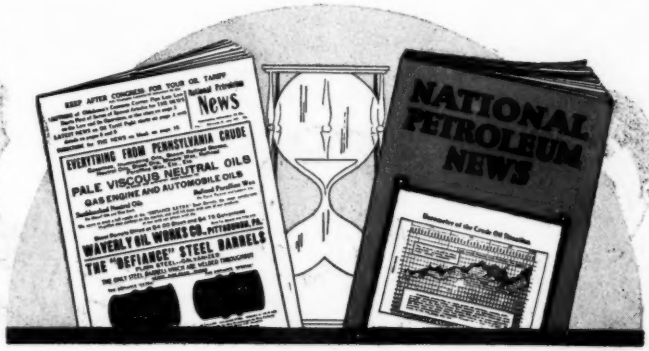
The Kaufman Rubber Company, Kitchener, Ont., is marketing a new product, the Adjusto Overshoe, which will shortly be advertised in Canada. The advertising will be directed by the Federal Advertising Agency Ltd., London, Ont.

Joins "Popular Science Monthly"

S. R. Kudner has joined the Western staff of *Popular Science Monthly*, New York. For the last five years he has represented a list of Michigan newspapers.

M. L. Applegate Joins Albert Frank Agency

M. L. Applegate, formerly with the advertising department of the Chicago *Herald and Examiner*, has joined the Chicago office of Albert Frank & Company, Inc., as contact man.



From 16 Pages to 125

In 1909 *National Petroleum News* was a flimsy and meager "book" of 16 pages a month —hardly more than a bulky letter.

Today it runs 125 to 160 pages a week and 12,000-plus copies are needed to fill the demand of the industry.

From "nowhere" to first place in 15 years is a decidedly notable accomplishment in business paper publishing in any industry.

OFFICES:
CLEVELAND
812 Huron Road

CHICAGO
360 N. Michigan Ave.

NEW YORK
342 Madison Ave.

TULSA, OKLA.
608 Bank of Commerce Building

HOUSTON, TEXAS
614 West Building

NATIONAL PETROLEUM NEWS

Member
A. B. C.

Member
A. B. P.



"Where Macgregor sits, there

Grocery specialty manufacturers who depend upon a *once-a-month* appeal in the women's publications overlook two very important facts:

1st. A once-a-month appeal, even if read, will not bring their products out of the cupboards more often.

2nd. In most homes, things are bought to please the men.

Think of the foods and other articles your wife selects for you.

You can reach the women who buy them and the men who request them—not once a month, but every day in the month by using Street Car advertising—the most inexpensive daily follow-up.

STREET RAILWAYS ADV



here is the head of the table"

The average city family uses the Street Cars *four times every day in the year.* Through Street Car advertising you can directly influence all of the *Mrs.* Macgregors and also create demands upon them for your products by arousing the desires of the *Mr.* Macgregors — and the youngsters too.

I wonder how many millions of housewives, who have your product, will not make use of it today.

H. Garnard

National Advertising Manager.

ADVERTISING COMPANY

Work Demanding

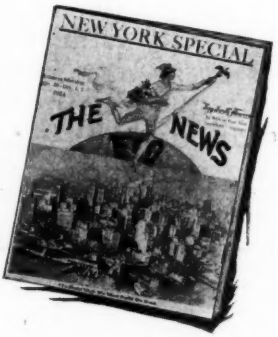
EMERGENCY ACTION

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION, INC.

"COMING as we did, strangers to New York City, with an important issue to publish, words cannot describe the satisfaction we experienced in placing our publication in your capable hands. Your service in our emergency was perfect."

M. BLOY, Editor
F. T. D. News

TAKING in an out-of-town publication for one issue and producing it in record time is an indication of the adaptability that makes Goldmann the printer of versatility.



ISAAC GOLDMANN COMPANY

EIGHTY LAFAYETTE STREET, NEW YORK CITY
Printers Since Eighteen Seventy Six
Telephone FRANKLIN 4520

VERSATILITY: "The ability to produce with equal facility work of widely varying character and requirements."

One of a series of advertisements on the Versatility of the Goldmann Plant

Paris Jumps Window Showings from 1,300 to 20,000 in Seven Years

How A. Stein and Company Solved the Problem of Getting Window Space for the Low Price Item

By C. B. Larrabee

EVERY manufacturer feels that it is his right to have a fair representation in his dealer's windows. The trouble comes in determining what is a fair share.

In most cases the manufacturer of a product that sells for around $25 or more is pretty sure to get a liberal share of the dealer's window space during the year. Also the manufacturer of a cheaper article, such as shirts that sell from $2 to $5, or the manufacturer of a line of products, such as perfumes and face powder, which give the dealer a good margin of profit and have a fair turnover, will have little difficulty in convincing the dealer that it is to the dealer's profit to give the merchandise a fair number of windows during the year. But how about manufacturers of a product like garters?

A few years ago the average dealer when approached by the manufacturer of garters in regard to giving a full window to the display of a product said, "Suppose I do give you a full window for garters. If I sell every garter in the window my profits will not be as much as I could get out of selling a dozen good shirts. I realize that my windows are one of my best advertising assets, but I know that if I do not make my displays pay for themselves and give me a decent profit I am wasting them. I am perfectly willing to put a few garters in a general display, but I can't see the profit to me in giving you a complete window for a garter display."

This was the situation faced by A. Stein & Company of Chicago, manufacturers of Paris Garters and Hickory products, which include garters and waists for children, elastic girdles and baby pants. Seven years ago this company, according to Joseph M. Kraus, advertising manager, was able to get 1,300 complete displays a year. This year the company will get more than 20,000. Behind the increase in displays is a real merchandising story that should be of interest to every manufacturer who is seeking ways and means to get display co-operation from the dealer, and particularly for the manufacturer of a low-price, small-profit item, such as garters.

DEALERS WERE OBDURATE

"When we started seven years ago on our drive to get more complete showings for Paris and Hickory products," says Mr. Kraus, "we found ourselves facing what seemed at first an impossible situation. Almost every dealer in our products was willing to display our goods in combination with other products, but when it came to giving us exclusive displays retailers balked. They could not see the profit—and backed their assertion by figures—in substituting a display of garters, which might give them $50 or $60 worth of business if successful, for a display of shirts on which they were almost sure to get several times that amount of business.

"They told us point blank that our products were too small to be worth any amount of window display space. We found our solution in turning their own arguments against them."

What A. Stein & Company did is a fine example of making the sales obstacle a sales weapon.

The company admitted without

any further argument that garters were a low-priced, small profit item. It admitted that even with a most successful window display the dealer could not hope to get high profits from the sale of garters alone. They went just so far with the dealer and then stopped.

"After granting you all that," said the company, "we want you to realize that you have given the best reason possible for devoting exclusive displays to Paris Garters. In the first place, you will admit that it is the little things in life that count most. That is where garters come in.

"Do you realize that the sale of garters to the men of the United States is about two pairs of garters a year to each man? Our advertising and sales effort is now being bent toward increasing that per capita consumption. This morning in your town a number of men, when they are dressing, are going to look at their garters and decide to get a new pair today. Tonight almost all those men will go home wearing the same old garters. What we are offering you is a chance to bring those men into your store.

"An exclusive display of garters will catch them and bring them into your store far more effectively than a display which has a few pairs scattered here and there. Now with such a display what are you doing?

"You are attracting into your store buyers, not lookers. If you put several suits of clothes or some shirts and ties in your window you will undoubtedly attract a few buyers, but you will also attract a great many lookers. Also, such a display does not have the same power to stop a man and turn him into your doorway that a garter display has. Almost every man who goes by your store has a good stock of shirts and ties and probably has a couple of suits. Even if he needs shirts, ties and suits he can put off his purchases if he does not happen to have a pressing need for such merchandise.

"But you know that a great many men who pass a garter window do have a pressing need for garters. Thus your garter display stops them, attracts them into your store and they buy. In other words you are getting buyers not lookers. Once they are inside the store it is up to your clerks to plus the sale. Very little salesmanship is required to sell the garters. The salesmanship comes in when a clever clerk gets a purchaser inside the store."

Carrying the argument out still further the company pointed out that Paris Garters have a distinct good-will value for the dealer. They are a nationally advertised product and have been advertised for years, therefore they have the prestige of being one of the best products of their kind on the market.

The company believes, and has made the dealer see, that a display of Paris Garters marks the dealer as a man who carries only the best. In other words the buyer says to himself, "If this dealer carries Paris Garters, one of the smallest items in his store, I have every reason to depend upon his judgment when it comes to carrying other items." Again the company was turning the dealer's argument that Paris Garters were a small item in his stock into a weapon for its own benefit.

DEALERS WANT UNUSUAL DISPLAY

Another argument used by the company was that while every haberdasher and clothing dealer has window display after window display of suits, shirts and ties, the garter display is unusual. The very unusualness of the display, then, serves to attract the buyer's attention.

There, in a nutshell, you have the Paris plan. In the figures on the number of displays to be placed this year you have the answer to its success.

Once the company had been able to induce a few dealers to devote exclusive displays to garters it began to build up a mass of figures which were far more convincing than mere theory. For

instance, in Buffalo a three-day display sold six dozen pairs of one dollar garters. That meant that the dealer attracted seventy-two buyers into his store in three days who were willing to pay as high as a dollar for an article on which the average man usually spends about thirty-five or fifty cents. Admittedly the profit on six dozen pairs of garters did not run into the hundreds of dollars, but there is no doubt that the dealer profited greatly by attracting such a class of buyers to his store.

A complete window of Paris Garters in one of the New York stores of Browning, King resulted in an increase of sales on garters during the week of the display of 975 per cent. Here again the margin of profit on the garters was possibly small and the amount of profit nothing to get excited about, but it is obvious that the company attracted a great many new buyers to its counters.

A store in Cleveland sold 5,000 pairs of garters on the strength of window and interior display.

In a Detroit store the company decided to make a special drive on $1.00 garters. It sent special salesmen to the store on two different Saturdays. On the first Saturday with no garter window display these salesmen were able to sell $20.35 worth of garters distributed as follows: Three at thirty-five cents, twenty at fifty cents, two at sixty-five cents, four at seventy-five cents and five at $1.00. On the following Saturday with a special display of $1.00 garters alone the company sold $88.80 worth of garters distributed as follows: twelve at thirty-five cents, thirty at fifty cents, twenty-four at sixty-five cents, and fifty-four at $1.00. Here is not only an excellent example of the value of window displays in increasing the number of customers coming into the store, but also an example of how a window display built around the $1.00 garter was able to jump the sales in that item from five to fifty-four.

Naturally, the company's salesmen are the backbone of its drive for more display. In the first place the salesmen are continually being talked to, during training and after they get on the road, about the importance of window display. The advertising portfolio emphasizes the display angle of the company's advertising.

This portfolio is divided into various sections. The first shows pictures of dealer displays on Paris Garters and Hickory products. The second section shows jobber displays. The third shows cuts and electros which will be furnished the dealer for local advertising. The fourth features the company's national newspaper advertising, first on Paris Garters and second on Hickory products, and the final section features the national magazine advertising. In addition the portfolio contains a general summary showing the company's advertising schedule and its circulation in a number of representative cities, featuring the number of people reached in each city by its newspapers and magazine advertising.

The company has a very good reason for featuring its window display section first. It does not seek to minimize newspaper and magazine advertising, but it does seek to emphasize to the dealer the type of advertising in which he can co-operate. By showing him first window displays and then national advertising the company feels that it is approaching the dealer on his own ground.

ENTIRE CAMPAIGN UNIFIED

The company makes every effort to get the dealer to tie-up with its consumer advertising, not only through his own window but through his advertising in the local newspapers for which it will furnish him cuts and copy suggestions. It feels that it would be getting the maximum amount of effectiveness from its consumer advertising if every dealer would tie-up with each insertion by using window displays and featuring Paris Garters in his own local advertising.

Naturally, this condition is an ideal one and can never be even

approximated, but the company is working all the time to approach as near as possible to such a condition. The results are being shown in the steady increase in the sales of its products. Today, it has proved to the dealer not only the value of giving exclusive displays to Paris Garters and Hickory products, but also the value of tying those displays to national advertising.

The company's story is one of the best examples of how the manufacturer of a low-price, small-profit item can get dealer co-operation in window displays. It also shows how very often what may seem the toughest sales obstacle turns out to be the best sales argument.

The importance of small things, the fact that nationally advertised products build good-will, the idea that the small item attracts the buyers and not shoppers, the unusualness of the garter display which makes it effective in winning attention, and the fact that although a small item display does not pay great profits in actual sales of the item but does build profits in getting buyers of other merchandise into the store, were the basis of the Paris plan. The remarkable results that the company has been able to achieve demonstrates not only the effectiveness of its own sales arguments but also the value of advertising properly conceived and properly employed.

Advertising Business Formed at Alexandria, Va.

Frank J. Markling, D. C. Hodgkin and M. Carter Hall, all of Washington, D. C., have organized an advertising business at Alexandria, Va., under the name of the Animated Sign Company of Virginia, Inc. Mr. Markling is president and Mr. Hodgkin is secretary.

Sunland Sales Advances Richard Barrett

Richard Barrett, assistant to the general sales manager of the Sunland Sales Co-operative Association, Fresno, Calif., has been placed in charge of sales plan and method activities of that company, which acts as selling agent for Sun-Maid raisins.

Women's Organization to Spread Poster Art

AT Detroit last week, during the annual convention of the Poster Advertising Association, several meetings of the Poster Art Alliance were held.

This organization is composed of women interested in bettering art in poster advertising. It was founded by Mrs. Carolyn G. Jones of Rome, Ga., who has been its president during the last year.

The organization is primarily endeavoring to encourage the youth of the country to become interested in poster art. In order to create such interest among children and young people this organization plans to carry on throughout the schools of the country contests for poster designs. At present the plan calls for local contests on subjects uppermost in the minds of any given community, such as, for example, a hospital or boy scout drive.

Mrs. George Ripley, of Atlanta, Ga., has been made president of the Alliance, succeeding Mrs. Jones. Mrs. S. H. Day of New York is secretary, and Miss Dorothy F. Horn of Springfield, Ill., is treasurer. Headquarters of the Alliance are in New York.

Newspaper Advertising Executives to Meet at Houston

Officers and directors of the Association of Newspaper Advertising Executives, meeting at Chicago on October 16, selected Houston, Tex., as the next convention city of that organization. The association will meet from May 10 to 14 and its sessions will be held in conjunction with the Associated Advertsing Clubs of the World of which it is a departmental. Numerous topics for discussion were proposed which will form the foundation for the program of the Houston meeting.

New Account for H. & J. Stevens Agency

The National Brass Company, Grand Rapids, Mich., maker of Dexter locks and latches, has placed its advertising account with the H. & J. Stevens Company, advertising agency, of that city.

Good advertising
is the expression
in print of a sales
plan which works
in practice.

McJunkin
Advertising Company
Dominant Idea Advertising
Outdoor · Newspaper · Magazine
5 South Wabash Avenue, Chicago

The Public Acceptance and Prestige of McCall's Magazine

BOTH the advertiser and the publisher must have *public acceptance* for their product.

What is *public acceptance?*

A retailer puts an advertised article in his window or on his shelf, where the public can see it. The public either passes on—which is *public indifference*, or comes in to buy—which is *public acceptance.*

A newsdealer exposes a magazine on his stand, where the public is free to buy or not—uninfluenced by solicitation or pressure from the publisher. If the public walks up and *buys*, that again is *public acceptance.*

The advertiser who desires public acceptance for his goods will get it quicker and more economically through a magazine that possesses the highest degree of public acceptance.

Further, the prestige of a great magazine invariably tends to attach itself to those articles advertised in it.

Where it is difficult to make a choice of mediums, the advertiser may well reach his final decision solely on the firm grounds of *public acceptance and prestige.*

The Public Acceptance of McCall's Magazine

NEARLY 50% of McCall's circulation is bought over the newsstand, *unsolicited.* This is the most conclusive evidence possible of a maximum degree of public acceptance.

McCall's Magazine has swept upward to over 2,000,000 circulation because, first and foremost, it is edited for the reader. It serves the advertiser by serving first the reader.

McCall's is edited for the woman of today, not the woman of yesterday, or the woman of tomorrow. It is made the very embodiment of this vital, throbbing, eventful, growing age. It recognizes and serves the intellectual interests of modern home-making and community life. At the same time, in its fiction, it recognizes the age-old interest of woman in the romance, adventure and heart problems of life.

The fact that McCall's strikes a responsive note with its readers is illustrated by the fact that 109,128 letters were received in the Editor's mail during one month—September, 1924.

McCall's spares no effort or expense in giving to its readers the very best material obtainable in all departments of the magazine.

Over 2,000,000 Copies a Month

McCALL'S

The National Prestige of a Great Name—

McCall's

THE tap roots of McCall's prestige extend deep into the life of America. McCall Street is the Main Street of every city, town and hamlet.

McCall's Magazine possesses the *established prestige of a great name.* For more than fifty years, McCall's has been slowly and steadily growing, laying the broad foundations for its remarkable *upward sweep.*

McCall's is known to every intelligent man and woman in America because:

1st McCall's Magazine has for more than half a century been going into millions of American homes.

2nd Every McCall activity is conducted in the name of McCall's. There is McCall's Magazine; McCall Printed Pattern; McCall Quarterly; McCall Needlework; McCall Fashion Monthly; McCall Home Service Booklets—more than 100,000,000 units each year—all bearing the name McCall.

3rd Millions of McCall Printed Patterns are bought by women for home dressmaking. The making of these patterns into clothes require over a BILLION DOLLARS' worth of silk, wool and cotton goods, not to mention miles of trimmings and ribbons and laces, or millions of fasteners, buttons, shields and other notions. It is estimated that home dressmaking on McCall Street saves America $300,000,000 a year.

4th McCall's is UNDERWRITTEN BY NEARLY 9,000 RETAIL MERCHANTS—who handle the McCall Printed Pattern. Over 25,000 newspaper advertisements appear each month endorsing the McCall Pattern and McCall's Style Service.

McCall's has for many years conducted a consistent and uninterrupted advertising campaign designed to MOULD PUBLIC OPINION TOWARD THE SIZE AND PURCHASING POWER OF THE McCALL MARKET. It is a real asset for the advertiser to be able to say, "We are on McCall Street."

If the 2,000,000 families in which McCall's Magazine is read all lived on a single street—a home every 25 feet—the houses would line both sides of a roadway from Boston to San Diego.



© 1924, The McCall Co.

THE McCALL COMPANY, 236-250 W. 37th St., N. Y. C.

Chicago San Francisco Boston Atlanta Toronto

MAGAZINE

¶ The January Show and Reference Number of MoToR sells for $1.25 a copy.

¶ We frankly admit that purchasers of the magazine would not pay $1.25 *for the editorial section alone.*

¶ Readers consider the advertising section a fundamental part of the big issue; *an ever-ready buying guide for quality automotive products.*

MoToR

"The Automotive Business Paper"

EARLE H. McHUGH · Business Manager

119 West Fortieth Street · New York

Hearst Building · Chicago :: Kresge Building · Detroit
Little Building · Boston

Miniature Advertising Conventions Four Times a Year

Four Key Cities Each Year Will Have Small-Scale Conventions Similar to Those of International A. A. C. of W. Sessions—To Be Staged as Meetings of National Advertising Commission

AT the annual meeting of the National Advertising Commission in Chicago last week it was decided that the quarterly meetings of that body shall be reduced-scale reproductions of conventions such as would be held by the Associated Advertising Clubs of the World. The plan has been tried out several times in an experimental way during the last three years and has proved so successful that the Commission now has adopted it as a part of the organization's permanent policy.

Hereafter instead of having a one-day meeting devoted only to business the Commission will extend its deliberations over two days. Sufficient time will be devoted to business on the first day and the remainder of the session taken up with a regular convention program at which leading advertising men and merchandisers will speak. There will be advertising exhibits such as would be the case at a larger convention and an effort will be made to obtain speaking talent fully as high grade as that appearing on the programs of the A. A. C. of W. The citizenship of the town in general, particularly school children in the higher grades and students of advertising, will be invited to inspect the exhibits as the guests of the Commission.

Meetings of this type, during the experimental period just referred to, have been held in cities such as Buffalo, Cleveland, Cincinnati, Columbus, Pittsburgh, Philadelphia and St. Louis. The idea has been to try out the convention plan in cities where, under ordinary circumstances, the A. A. C. of W. probably would not meet for some time—cities that are small enough, relatively speaking, for the Commission's convention, properly staged, to attract attention. In fact any of the larger cities in the country, with the exceptions of New York and Chicago, are regarded as ideal places for the holding of these meetings.

The first convention under the new plan will be held at Detroit next January, on dates yet to be decided, which will not conflict with the Eastern and Western automobile shows. Here a full-sized convention program for the two days, including an advertising exhibit, will be put on.

An urgent invitation has been received from Des Moines for the following quarterly session to be held there. Because the next convention of the A. A. C. of W. will be held in Houston, it is likely that all of the quarterly sessions during the coming year will be held in Western and Southwestern towns such as Des Moines, Kansas City, Oklahoma City and Dallas. In this way the Commission believes the interest expected to be stirred up by the Houston convention can be capitalized upon in a way that will do a great deal toward promoting advertising in that section.

PLAN "ADVERTISING DAY"

The Commission appointed a committee to confer with the officials of the A. A. C. of W. and the program committee for the Houston convention with a view to having at least a half day set aside at that meeting for an inter-departmental session. No such session was possible at the London convention, but the one at Atlantic City the previous year was so successful that the Commission wants it to be a permanent part of A. A. C. of W. meetings. An effort will be made also to interest the business men and city officials of Houston to proclaim an "Advertising Day" which shall be

celebrated in a public way with appropriate ceremony.

What is regarded as a distinct forward move in educational advertising activities was made through the appointment of a committee headed by Frank L. Blanchard, of Henry L. Doherty & Co., to secure from each department of the Commission a concise 500-word story of its activities and the part it bears in the general scheme of advertising. The story of each will be rigorously edited down to the prescribed limit and printed in some sort of permanent form. This information will be at the disposal of schools, universities and business students in general and, specifically, for teachers of advertising.

The educational move was started because of the Commission's belief that knowledge of its make-up and what it is striving to accomplish is confined to comparatively few. One member went so far as to say that he believed the average fairly well-informed advertiser did not know the component parts of the Commission. He suggested that PRINTERS' INK publish an up-to-date list of the Commission's departmentals regarding this as a news feature of primary merit, and PRINTERS' INK is glad to oblige.

At the Chicago session three new organizations were admitted to membership — the Insurance Advertising Conference, the Window Display Advertisers' Association and the National Publishers' Association. Other members are:

Associated Business Papers.
Associated Retail Advertisers.
Association of National Advertisers.
Association of Newspaper Advertising Executives.
Church Advertising Department.
Community Advertising Department.
Direct Mail Advertising Association.
Directory and Reference Media Department.
Financial Advertisers Association.
Graphic Arts Association.
Industrial Advertisers Association.
National Association of Employing Lithographers.
National Association of Theatre Program Publishers.
Painted Outdoor Advertising Association.
Poster Advertising Association.
Public Utilities Advertising Association.
Religious Press Department.
Screen Advertisers Association.
Advertising Specialties Manufacturers Association.
Agricultural Publishers Association.
American Association of Advertising Agencies.
American Photo Engravers Association.

With three members of each of these bodies serving on the Commission it will be seen that the Commission's membership now is seventy-five, which is the largest in its history.

Representatives of the Community Advertising Department reported that during the last year it had trebled its membership as the result of an advertising drive made for that purpose.

John H. Logeman of Chicago, in charge of the Commission's advertising exhibits, reported he is at last able to show a satisfactory cash surplus. The surplus was brought about through certain changes in management which made possible some essential economies.

Speaking of finances, the Commission itself now has succeeded in obtaining an independent treasury which will enable it to exercise considerably more freedom in its constructive work. Heretofore it has been allowed $2,000 a year for expenses and was obliged to turn back into the A. A. C. of W. treasury any surplus it might have at the end of the year. The rule was changed so that no part of the $2,000 had to be paid back. The year just closing shows a surplus of approximately $1,000 which will remain in the Commission's treasury and form the nucleus of a permanent fund.

Homer J. Buckley, of Buckley, Dement & Co., Chicago, chairman of the commission's postal service committee, made a report about the proposed increase in postal rates, declaring that eventually organized advertising would have to take this thing seriously and be represented by an able committee with ample funds for its work.

"The most important piece of legislation pending that will affect advertising interests," the report said, "is the contemplated raise in postal rates.

"The cost ascertainment report

of the government has been completed, with the exception of final tabulation. It will not be given out until about November 15 and possibly not until it has been submitted to Congress on December 4.

"The best information your committee can get is that the report is going to show that parcel post is carried at a loss, also that second-class is carried at a loss. In all probability the post office department, in handling the increase to postal employees, proposes that about $30,000,000 be raised from parcel post and $5,000,000 on second-class, or in about that proportion. There will be no attempt to raise additional revenue by increasing first-class postage.

"Judging from such information as we are able to obtain the cost figures will be used to justify the heavy increase in parcel post rates, and the increase also in the rates on second-class matter. In fact, the postmaster-general has already prepared a bill to be submitted to Congress which embraces a scale of wage increases together with the increases in postal rates.

"It is difficult, of course, to make a critical analysis of the proposed bill without being in possession of the data upon which the department based its conclusions. Perhaps this is one of the reasons that the department has refused to release the cost survey until such a time as the subject is squarely before Congress. Of course, this would tend to lessen the pressure which might otherwise be exerted on the department as well as on Congress. As we understand it, the survey is complete, and we know of no reason why it should not be released except that of political strategy.

"Perhaps the postmaster-general might alter his present plans should it become evident that the people most likely to be affected are desirous of examining the survey before the bill is introduced into Congress. We have taken no action along this line, but I think we would support any movement designed to get the post office department to release the figures.

"They have promised to make public the accounting methods which were used in compiling the figures and in their interpretation. If this is done it will enable us to determine whether the methods were sound, although we will have to take the figures themselves on faith.

"The increase proposed for second-class rates falls most heavily on the first three or four zones. This should have the effect of uniting all the newspapers in opposition to these rates.

"When we do get hold of the survey, I think it should be analyzed not only to discover whether the rates are in accordance with the costs, but also whether the costs are in accordance with the costs of similar services as performed by concerns other than the government. In other words, it is not fair for the government to penalize the users of the postoffice simply because of poor management and unnecessarily excessive costs.

"The situation is dangerous not only from the standpoint of publishers of magazines and newspapers, but also among parcel post shippers, comprising 50,000 to 75,000 business concerns issuing catalogues and shipping merchandise through the parcel post method.

"Your postal committee is without funds to cover expenses of running back and forth to Washington or to engage legal counsel, and we have been compelled to depend on the occasional visit of a member of the committee, at his own expense, or second-hand information related to us from headquarters' office at Washington.

UNITED FRONT NECESSARY

"While this has worked out fairly satisfactory in the past, your committee feels that when this question reaches a crisis, organized advertising will have to be represented by the ablest committee and proper legal counsel to make the best case possible and present a united front on this very important postal question affecting the interests of so many departmentals.

"The postal committee feels that

the National Advertising Commission should provide funds for this purpose."

W. Frank McClure, vice-president of Albert Frank & Co., in charge of the company's Chicago office, was elected chairman of the Commission. Mr. McClure's election completes the executive committee of the A. A. C. of W. which was formed at the London convention. Theodore G. Morgan of Henry Morgan & Co. Ltd., Montreal, was chosen as vice-chairman. Mr. Morgan is also president of the retailers division of the A. A. C. of W. Charles F. Hatfield, was made secretary.

Sales Executives Find Three-Day Meeting Too Short

THE American Society of Sales Executives held its annual meeting at The Greenbrier, White Sulphur Springs, W. Va., on October 9, 10 and 11. Only a part of the prepared program was covered in this time, the discussions running to considerable length on some of the subjects.

"The Description of a Sales Organization" was the topic covered by F. C. Beckwith, vice-president, Hamilton Watch Company, Lancaster, Pa.; W. R. Cummings, vice-president, Monroe Calculating Machine Company, Orange N. J.; and William Sample, vice-president, Ralston Purina Company, St. Louis, Mo. The other subjects which came up for discussion were: "Recent Changes in Sales Policies and Methods"; "How the Sales Manager Organizes His Time and Energy for Efficient Results"; "Exact Measurement of Results in Sales Management"; "Recent Legislation and Judicial Decisions Affecting Selling"; "Business Conditions and the Economic Outlook"; "In a Constantly Growing Sales Force, Can Supervisors for Units of from Four to Seven Men Be Added (who do no selling) without Increasing the Per Cent of Sales Cost—in Other Words, Can Supervision Be Made Self-Supporting?"; and "What Is Minimum Amount of Space That Can Be Used Effectively in Certain National Mediums?"

Winslow Russell, vice-president, Phoenix Mutual Life Insurance Company, Hartford, Conn., was elected chairman of the society for the ensuing year. E. J. Little, The Wahl Company, New York, was elected secretary, and F. H. Dickison, Tide Water Oil Sales Corporation, New York, was elected treasurer. Mr. Russell, Mr. Little and George H. Charls, United Alloy Steel Corporation, Canton, Ohio, were elected new members of the executive committee.

The next conference will be held early in May, 1925, at the Congress Lake Country Club near Canton, Ohio.

Henry Robinson Towne Dead

Henry Robinson Towne, one of the founders of the Yale & Towne Manufacturing Company, Stamford, Conn., died at his home at New York on October 16. He was eighty years old.

Not long after the Civil War he became associated with Linus Yale in the manufacture of locks, and became president of the company on the death of Mr. Yale in December, 1868. He continued as president until 1915, when he became chairman of the board. Mr. Towne was also chairman of the board of the Morris Plan Company.

Ruggles & Brainard Appointments

W. H. Tripp, until recently with Fuller & Smith, Cleveland, has been appointed Central Western manager of Ruggles & Brainard, Inc., color pages in The Quality Group. His headquarters will be at Lakewood, Ohio, and he will cover Michigan, Ohio, Western Pennsylvania and Northern Indiana, including Indianapolis.

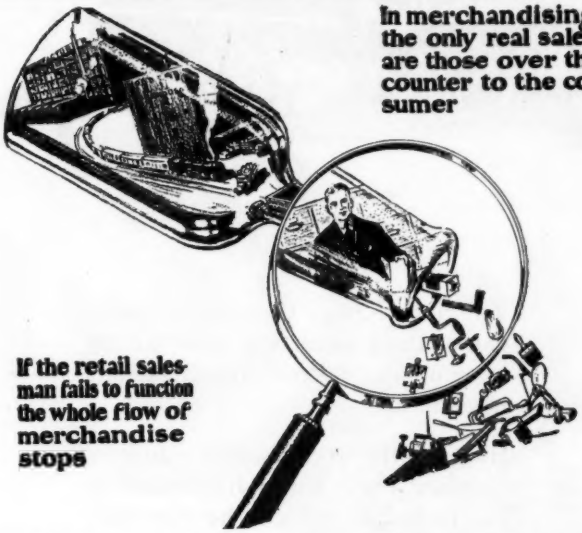
E. A. Thiele has been appointed manager of the Chicago office.

J. T. Hoyle Leaves Carnegie Institute

John T. Hoyle, for the last seven years director of the department of printing and publishing of Carnegie Institute of Technology, Pittsburgh, Pa., has joined the Shoe Manufacturers Association and Allied Industries of the Brockton, Mass., district as business manager of a publication devoted to their interests.

The Neck of the Bottle

The Hardware Jobber



The hardware jobber represents the central link in the chain of hardware merchandising. His function is to bring together the merchandise of the various hardware manufacturers and re-distribute it in the required amounts to retail hardware merchants.

His job is one of distribution and in the main he has done it very well. We could not get along without his services. But he too can profit by greater cooperation with the men in the neck of the distribution bottle. He is in close contact with the hardware merchant. His men call regularly on retail hardware stores. They know intimately both merchant and his clerks. They can be a tremendous power for good in teaching retail hardware clerks to sell properly the merchandise the hardware manufacturer produces.

Manufacturers that cultivate the interest and selling influence of hardware jobbers' traveling salesmen will help very greatly to speed up the movement of their goods through hardware stores.

HARDWARE AGE

239 West 39th Street *New York City*

MEMBER A.B.C. *and* A.B.P.

Hardware Age reaches every link in the hardware merchandising chain.



The S. S. Kresge Company is today one of the greatest and most widely known "chain store" organizations in America.

Its growth—its prestige—and its popularity are based fundamentally on the values which the company offers to its customers—values made possible by buying power and advanced merchandising methods.

Campbell-Ewald Company has had the privilege of helping to acquaint the public with Kresge values—through "Advertising Well Directed."

CAMPBELL-EWALD

H. T. Ewald, *Pres.*
E. St. Elmo Lewis, *Vice-Pres.*
Guy C. Brown, *Sec'y.*
J. Fred Woodruff, *Gen'l. Mgr.*

The Campbell-Ewald organization of 160 people, with resources and facilities of the largest advertising organization between New York and Chicago, and a volume of business placing it among the first ten agencies in the country, is at your service to handle large or small accounts. At any time, anywhere, we'll be glad to talk with you. There will be no obligation on either side.





Advertising Well Directed

© C.E.Co., 1924

COMPANY *Advertising*

General Offices, Detroit, Michigan

New York Chicago Toronto Dayton Los Angeles San Francisco

For September 1924 Over September 1923

Los Angeles Times

GAINED

15,882 Want Ads

EXCEEDED

the combined score of both local morning newspapers by 11,855 want ads;

EXCEEDED

the combined score of all three Los Angeles afternoon newspapers by 76,106 want ads;

EXCEEDED

the combined gains of all Los Angeles newspapers by 1,910 want ads.

For 3 years and 9 months Times Want Ads have led the world. Today they are smashing all records. In the world field and local field they are "First in Numbers" and "Fastest in Growth."

Eastern Representative

WILLIAMS, LAWRENCE & CRESMER CO.

225 Fifth Avenue
New York

360 N. Michigan Avenue
Chicago

Farm Publishers Lay Plans for Market Development

Adopt Code of Ethics as One Method of Co-operating with Advertisers —for Mutual Good

AT the annual meeting of the Agricultural Publishers' Association held in Chicago last week, facts and figures were brought out to confirm the views of a tremendously wide farm market which were expressed in an article entitled "Now That Prosperity Is with the Farmer Again" in the September 18, 1924, issue of PRINTERS' INK. It was agreed that the publishers should work together with the advertising agents in an effort to bring to advertisers in general a proper recognition of the real possibilities of the farm market and the best methods of realizing upon them to the utmost. It was declared there are certain salient features to the farm market situation right now that have been brought out by careful study and that in making them plain to manufacturers in general a real service to business as a whole will be accomplished.

As part of the preparations for co-operating with advertisers and agents to develop the great farm market which now is unfolding, the association adopted a code of ethics laying down certain principles for guiding the members in their relation to their readers, to their brother publishers, to the manufacturer and to the advertising agency. The code was set down as something toward which the farm-paper publishers propose to work "with consistent and conscientious effort to bring these ideals into realization." It was said that the real use of the farm paper in helping develop business depends upon practices that are recognized as sound and fundamental to the best interest of business. On this basis the code was adopted as follows:

OBLIGATIONS TO THE SUBSCRIBER

1. We pledge ourselves to consider the interest of the subscriber, first, in both our editorial and advertising columns, and to conduct them in such a way as to build up the greatest confidence.

2. We pledge ourselves to do everything within our power to better farming conditions, and by farming conditions we mean home conditions as well.

3. We pledge ourselves to the support of movements that will better the conditions of the boys and girls and the women folks on the farm, recognizing that the boys and girls of today are the farm folks of tomorrow, and that farm life must be made attractive to them if we are to maintain the high standing in agriculture in the years to come.

4. We pledge ourselves to keep our editorial columns free and independent of advertising consideration, and to measure all matter by its worth to the subscriber.

OBLIGATIONS TO FELLOW PUBLISHERS

We recognize that agricultural publishers must work together for the common good, if the business is to receive the respect it is justly entitled to. We therefore pledge ourselves to work with our fellow publishers:

1. To better conditions in the publishing business, and to bring about the respect for farm papers, to which they are justly entitled.

2. To treat other publishers in dealings either direct or indirect, in the way we would like to be treated.

3. To instruct our solicitors to represent the claims of our publications without "knowing," as only in this way can the greatest respect be secured for all farm publications.

4. To be truthful in our statements as regards other publications, avoiding all unfair competition, and confining our statements to verified facts.

5. To work together to determine what is the highest and best function of the field we serve, and to strive in every legitimate way to bring about better conditions for all concerned.

OBLIGATION TO THE ADVERTISER AND ADVERTISING AGENCY

We recognize our obligation to cooperate with the advertiser and the agency in a proper way, and we pledge ourselves:

1. To so conduct our publications as to bring about the greatest respect on the part of the subscriber, as the first and greatest co-operation any farm paper can give to an advertiser or an advertising agency is to issue a publication that will be read and read with confidence.

2. We pledge ourselves to maintain our schedule of advertising rates, no concessions in any way to be given to any advertiser or agency.

3. To allow agency commission only to advertising agencies who conform to the recognized standards of the agency business.

4. To supply both the advertisers and the advertising agents with the fullest and most complete information possible

with regard to our respective territory and likewise with regard to the character and extent of our circulation.

5. To present our claims to the advertiser and the agency in a way that will command their respect.

6. To adopt a policy of fair play in advertising copy, censoring copy that may be construed as unfair to competitors in other lines of business.

7. To decline all advertising which is misleading, keeping clean in every way our advertising columns, it being our desire to have advertising as well as editorial columns command the respect and confidence of the subscriber.

The sentiment regarding the big job of building the farm market constructively crystallized after the reading of a communication from the agricultural press committee of the American Association of Advertising Agencies, which also was mentioned in the PRINTERS' INK article previously referred to. The advertising agent's report covering an investigation made by the committee, consisting of Paul E. Faust, chairman; H. H. Charles, H. F. Barber, Charles Blum, C. C. Fogarty, David M. Botsford and Ernest E. Dallis, quoted prices of livestock and grains as of October 13, comparing them with the figures of a year ago. Quite sensational advances in farm-product values were recorded. For example, on October 13 hogs sold at from $10.50 to $11.60, as against $7.40 to $8.15 in 1923.

"Farm prices," the committee told the publishers, "are the real fireworks of the whole farm situation and make plain the whole story of the farm market. The farm market has been changing and improving in such an extraordinary way, this change has had such significance that it has seemed to have been our most important duty to transmit the whole subject to you.

"We hope our bulletins have been useful. We hope they have had some bearing on your plans to go into the farm market and to use farm papers.

"Unless some unforeseen reaction sets in, we forecast without hesitation that the next five years will witness the greatest development in the history of farm-paper advertising and in merchandising to the country district.

"We have neither the words nor the energy at our command to adequately tell you how important this small-town and country field is and will be.

"Through the aid of a farm-paper economist this committee is able to give you a chart which shows the *buying power of the farmer in terms of other commodities.*

"It shows you how phenomenally conditions have changed in two years. It shows you that the farmer's buying power is exactly the reverse of what it was in September, 1922. We think these facts about agricultural product price trends are transcendent over anything else the Agricultural Press Committee can say. It is, however, incumbent upon us, as a committee, to tell you that we have two jobs to do, under the supervision of the president and the executive board:

"First, to maintain relationship with all agricultural publishers, so that we may be a point of contact between our membership and agricultural publishers where it is desired:

"Second, it is our responsibility to report facts about the farm market to our members, and this has taken the direction outlined in the foregoing.

"We have been accused of deliberately trying to sell the farm market to advertisers and advertising agencies. We have been accused of definitely trying to help farm-paper publishers secure desirable business, to which it seemed to us they were entitled. To these accusations we plead guilty. We know of no better direction in which a committee of this Association can interest itself.

"We sometimes wonder if the farmer, as an individual, is seen close up by every advertiser and every advertising man. If we think of him as he is and understand his routine existence, our success in advertising to him will be assured.

"He is, on the average, from six to ten miles from his shopping

6 months after consolidation

The sworn statement of circulation filed with the Post Office Department on October 1st shows that the net average daily circulation of The New York Herald Tribune for the six months ending September 30th, 1924, was

276,755

The net paid averages of the Daily and Sunday issues separately were

Daily

270,159

Sunday

316,585

The New York
Herald Tribune

centre. He cannot go to town daily, so when he does go, he shops with a purpose. Before he makes important purchases he seeks information. He inquires for books and catalogues on the purchases that run up into dollars. He studies detailed descriptions. He investigates carefully. All successful farm-paper advertisement writers recognize this and go strongly after inquiries.

"The farmer goes to town more substitution-proof than the man who can shop in a number of stores or who can shop every day.

"The income of this average farmer is $2,200 a year, much greater than the average income of the city family.

"Fortunately, the farming community income is very closely averaged, twelve months in the year, much more so than one would be inclined to think.

"An important number of the farmers, in anything like usual time, make a net profit every year, so that every year they are farther ahead than they were the year before.

"You can think of the majority of farmers as having wives. So that, on the six and one-half million farms there are that number of men, there are that number of women, and in most families there is an average of three children. It is an important family unit.

"This farm family is one-fourth to one-half mile or more from a neighbor. The family life is closely developed. The things that are read are closely read. The purchases that are made are carefully talked over. The going to town is a deliberately planned event.

"There are two kinds of purchases made: one for family upkeep; the other for farm upkeep.

"It makes the farmer a year-round buyer. It forces him to buy of many different stores selling different classes of commodities."

The association, by a unanimous vote, expressed its thanks to the agents for the comprehensive review of the farm market situation and expressed the opinion that with this as a basis on which to work the whole proposition had been greatly clarified.

The following directors of the association, whose terms had expired, were re-elected: C. A. Taylor, *Farm Life*, Spencer, Ind.; C. E. Burns, *New England Homestead* and *Farm & Home*, Springfield, Mass.; F. J. Merriam, *Southern Ruralist*, Atlanta, Ga., S. R. McKelvie, *Nebraska Farmer*, Lincoln, Neb.

Victor F. Hayden continues as executive secretary.

It was brought out that during the last year sixty-eight advertising agencies had applied to the Agricultural Publishers Association for recognition. Of this number thirty-five were recognized.

The association declared in favor of an "Agricultural Day" to be generally recognized after the fashion which various States now follow in observing Arbor Day and similar events. An effort will be made to bring the matter before the State legislatures.

Woolworth Sales in British Isles Increasing

"Our British business is running about 17 per cent ahead of last year," said Hubert T. Parsons, president of the F. W. Woolworth Company, recently. "We now have 165 stores operating in the British Isles," he continued, "and before the end of 1925 we expect to have 200. In the United States we are operating 1,365 stores and by the end of 1925 we expect to have 1,450. Last year we used in our American stores 95 per cent of American-made goods.

"Merchandise lines are easy and deliveries good abroad. Our Oxford store in England is proving a great success. The British public has come to realize that Woolworth is a real merchant. We expect to open three or four more stores in the heart of London in the near future.

"We have now about 35,000 people in our employ in the United States, 20 per cent more than five years ago."

G. G. Hunter Joins Thomas F. Logan

G. Grenville Hunter has joined the staff of Thomas F. Logan, Inc., New York, advertising agency. He has been associated with the General Electric Company, Schenectady, N. Y., since 1919, most recently as publicity director of the International General Electric Company, Inc., in charge of overseas sales promotion.

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
WELLSWORTH PRODUCTS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
CONVERSE RUBBER SHOES
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA
DUZ
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
COOPER HEWITT WORK-LIGHT
L & G AGATE WARE
NEW-SKIN

What we've done for others we can do for you.

A Transposition of 117,000 Lines

On September 29th The New York American sent out a circular letter which said among other things that Detroit went into red figures on advertising in August because of "The Free Press loss of 117,000 lines."

These figures were secured from the Statistical Department of the N. Y. Evening Post, which sent out a CORRECTED STATEMENT later, on October 6th, showing that this "loss of 117,000 lines" was made by THE DETROIT TIMES, and not by The Free Press.

As a matter of fact, the Detroit Free Press showed a gain of 33,396 lines for August—a gain WHICH WAS GREATER THAN THAT OF ANY OTHER DETROIT NEWSPAPER.

Few established newspapers are showing as much progress as The Detroit Free Press—in circulation, or in advertising. In Classified Advertising alone, The Free Press is making gains as high as 50 per cent—double and treble that of any other Detroit paper.

The Detroit Free Press

"Advertised by Its Achievements"

VERREE & CONKLIN, INC.
National Representatives

New York Chicago Detroit San Francisco

When Salesmen Squabble About Who Gets the Commission

A Solomon Is Frequently Needed to Decide Who Is Entitled to the Commission on Certain Sales

SCOVILL & ROSS, INC.
EVERREADY HYDRAULIC JACKS
NEW YORK, October 3, 1924.

Editor of PRINTERS' INK:

The members of this organization most religiously read PRINTERS' INK and PRINTERS' INK MONTHLY, and we are writing to see if you can help us solve a problem that has recently become a very serious one with us.

Briefly outlined, it is as follows—Scovill & Ross, Inc., are manufacturers and national distributors of the Everready Oil Hydraulic Jack. This jack is in turn distributed throughout the country by concerns to whom we grant exclusive sales rights on this product in their territory.

The problem that has come up is the paying of commissions to the different distributors on jacks sold to national organizations where all buying is done from one central office, such as the Mack Co., Standard Oil Co., American Can Co., etc. We will try to cite an example of just what we mean.

An order comes from the New York office of the Mack Truck Co., where all purchasing is done, for a quantity of jacks to be shipped to their service station in Boston. Should the New York distributor receive the commission on this order, or should the Boston distributor receive the commission on this order? The Boston distributor has been working on the Mack Co. in Boston and the New York distributor has been doing the same in New York. Should the commission go to the Boston distributor or should the commission be split between the two concerns?

It seems to us that the solution of this problem lies in the establishing of some kind of point system in the paying of commissions, or else the splitting of commissions, but the danger of such a system lies in the fact that different distributors in outlying communities may take advantage of such a system.

For example, suppose our New York distributor sells the Mack Truck Co. a quantity of jacks that are shipped to Atlanta, Ga., and we find that our Atlanta distributor has done nothing toward selling the Mack Truck Co. in Atlanta. He claims commission due him because of jacks sent to his territory. Is it fair to the New York distributor to give part of his commission to the Atlanta distributor in such a case?

It seems to us that the question simmers down to this—how and where is credit given on sales made to branch offices in different cities in the United States where purchasing is done through the main office located in one city?

If you can help us in solving this problem we shall greatly appreciate it, as it is a problem that is becoming more important with us all the time.

SCOVILL & ROSS, INC.,
TRUMAN POST,
Assistant Sales Manager.

WE have asked several manufacturers how they handle the situation outlined in this letter from Scovill & Ross, Inc. One sales manager told us that he struggled with this very question for years and met with such poor success in handling it that he finally gave up in despair by entirely abandoning the commission form of payment. Try as he would, two or three salesmen would frequently get mixed up on the same account. Each would have done some work on the account and would apparently be entitled to a share of the commission, even though the buyer may have been in some other territory. It was impossible to adjust these difficulties so that all persons concerned would be satisfied.

That is why this company recently put all its salesmen on a straight salary basis, with a bonus at the end of the year reckoned on the net profits of the business as a whole. It is figured that every salesman who earns his salary contributes to the profits of the business and is therefore entitled to share in them.

But because of the nature of the distribution scheme used by Scovill & Ross, Inc., the salary plan of payment does not offer a solution of the difficulty. There are other ways of handling it, however. Many companies in the automotive field and in lines that sell to chain stores, designate large buyers as house accounts or as accounts that are handled by special departments. Regular salesmen get no credit for this business. A manufacturer of automobile parts, for instance, may have highly paid sales engi-

neers to solicit the business of automobile manufacturers. In addition regular salesmen call on the "parts" trade. The latter get credit only for the business they actually secure in their territories.

Or take the case of the manufacturer selling to chain stores. In nearly every instance chain-store business is regarded as house business. The regular salesmen do not call on the chains at all. If the house employs special men to handle chain business, they, of course, get all the credit for all chain business.

Other companies have devised elaborate checking systems for the segregation of large orders coming from large buyers. If the American Can Company or the Standard Oil Company sends in an order, the sales statistician tries to find out approximately how the buyer intends to allot the purchase to its various branches. Then credit is given to the various salesmen on the basis of this approximation. The objection to this plan is that it is not always possible to find out from the buyer where the purchased goods will be used. However, in many cases it is possible to obtain from the buyer a sort of formula or chart which shows about what proportion of its goods of that character are sent each year to its various branches.

A concern having tremendous chain-store business takes every order that it gets from the buying headquarters of a chain and credits it to all its salesmen on the proportion of the number of stores the chain has in each man's territory. According to this system a man gets credit for chain business, even though the stores that this particular chain may have in that man's territory may not be stocking that manufacturer's goods at all. All salesmen, however, are supposed to call on the chain stores in their territories. Because of this missionary work, it is felt that once the goods are placed with a chain it is only a question of time before all stores in it will be handling the line.

Still another manufacturer has found it possible to have its salesmen get from chain-store managers and the branch managers of manufacturers, copies of all requisitions they send in to the home office where the salesmen's goods are specified. All branch managers will not do this, but enough of them will to give the manufacturer a fair basis for figuring the reward to which each of his representatives is entitled.

Concerns that sell to department stores receive a good proportion of their business from resident buyers. It is the usual practice to give the salesmen in the territory where the store is located at least part of the credit for all business delivered through resident buyers.

In handling this problem, as almost every other pertaining to the question of sales compensation, the point system is coming into wide use. We have been told of one plan that might fit the needs of our correspondent. The company gives its salesmen points on the basis of 100 points for every dollar of business secured. In addition, it gives its representatives twenty points for making a call on a prospect, regardless of whether or not any business was obtained. All calls are reported to headquarters in a daily report.

If the salesman who has been calling on the account makes a sale on one of these calls he is given twenty points for the call and 100 points for every dollar in the sale. If the sale is made by someone other than the man who has been calling he gets only forty points for each dollar and the man who had been calling gets sixty points. If the records show in a case of this kind that the salesman in whose territory the account is located had not been calling, or calling too infrequently, he gets no credit for the sale at all. The man who made the sale gets the 100 points even though he may never have come in contact with the account before. This plan is comparatively easy to operate and has worked out most satisfactorily.—[*Ed.* PRINTERS' INK.

Dealer Distribution

"THE CHRISTIAN SCIENCE MONITOR IS WORKING WONDERS for us in many of the large cities in establishing our product with the retail trade, and we feel that our advertising in it is the most resultful that we have ever enjoyed in any publication."

So writes the President of a nationally known cleansing preparation. (Name given on request.)

Advertising Agencies considering the interests of their clients recommend The Christian Science Monitor as an advertising medium.

National advertisers can get the most out of their campaign by including the Monitor in their schedules.

Average daily net paid circulation for six months ended September 30, 1924:

103,159

Circulation Analysis on Request

The Christian Science Monitor

Member A. B. C.

ADVERTISING OFFICES

Boston, 107 Falmouth St.
New York, 270 Madison Ave.
London, 2 Adelphi Terrace
Chicago, 1458 McCormick Bldg.
Cleveland, 1658 Union Trust Bldg.
Detroit, 455 Book Bldg.
Kansas City, 705 Commerce Bldg.
San Francisco, 625 Market St.
Los Angeles, 620 Van Nuys Bldg.
Seattle, 763 Empire Bldg.

THE CRAFT OF FINE TYPE

ITS TRADITION · ITS ORGANIZATION ITS IDEALS

TYPOGRAPHY, the art of making printed words significant and beautiful, was born long centuries ago in the laborious and beautiful lettering of devoted monks. It blossomed in the craftsmanship of Caxton, Gutenberg, Bodoni, Caslon, Morris. Time has mellowed type-craft and made it art.

We, therefore, the Advertising Typographers of America in New York City, have banded together to carry on this priceless heritage—and more—to invite all men who use type for their profitable purposes, to a profitable understanding of type-craft, its use and abuse, its beauty and utility, its relation to the ideal of us all—*good business.*

We present ourselves to the advertising world devoted to our craft, specifically as appears below in our pledged

CODE OF ETHICS

PREAMBLE

The Code of Ethics best calculated to elevate the status of the printing trades, must be evolved by the development of moral and intellectual manhood. We should, therefore, firmly resolve to test every transaction by the standard of truth and justice.

1 The foundation of business is confidence, which springs from integrity, fair dealing, efficient service and mutual benefit.

2 The reward of business for service rendered is a fair profit plus a safe reserve, commensurate with risks involved and foresight exercised.

3 When dealing with competitors, our clients and our employees, let us act in the spirit of doing to others as we would like to be treated ourselves under similar conditions.

4 Our endeavor should be to earn the reputation in our community of being intelligent, honest, first-class Craftsmen whom people can trust with their work.

5 We should have a thorough knowledge of production costs and base our selling prices upon these costs, realizing that these prices are the lowest for which our product can be sold without loss of money.

6 Estimates when asked for on work done by another member should be refused.

7 It is our duty as members to impart to less experienced competitors the knowledge we possess so long as we are satisfied that the information generously given will be honorably used.

8 Waste in any form—of capital, labor, services, materials or natural resources—is intolerable, and constant effort will be made toward its elimination.

9 Unfair competition, embracing all acts characterized by bad faith, deception, fraud or oppression, including commercial bribery, is wasteful, despicable, and a public wrong. Business will rely for its success on the excellence of its own service.

10 Controversies will, where possible, be adjusted by voluntary agreement or impartial arbitration.

11 It should be our constant endeavor to interest ourselves in the welfare of our workmen, realizing that this interest is one of the best methods of preventing strikes and lock-outs, which result in damage to both proprietor and journeyman.

MEMBERSHIP LIST

Ad Service Co.
Advertising Agencies' Service Company
The Advertype Co., Inc.
E. M. Diamant Typographic Service
Frost Bros.
David Gildea & Co., Inc.
Montague Lee Co.
Frederic Nelson Phillips, Inc.
Supreme Ad Service
Tri-Arts Press, Inc.
Typographic Service Company of N.Y., Inc.
The Woodrow Press

NEW YORK GROUP OF

ADVERTISING TYPOGRAPHERS OF AMERICA

Four-sixty-one Eighth Avenue, New York



Pride

is at times a pardonable fault

It is with pride, therefore, that we point to the clients who have seen fit to place their advertising problems in our hands:

American Cement Tile Mfg. Co.
American Stainless Steel Co.
L. B. Foster Co.
Industrial Publications, Inc.
The Jefferson Co.
The Jefferson Glass Co.
Knox Products Co.
National Steel Fabric Co.
National Valve & Mfg. Co.
Newton Steel Co.
Oil Well Supply Co.
Owen Bucket Co.
Pittsburgh Terminal Coal Co.
Senior Mfg. Co.
Standard Scale & Supply Corp.
Waverly Oil Works Co.
Whitehill-Gleason Motors, Inc.

We believe that successful advertising is based upon thorough investigation and subsequent analysis of markets, backed by a versatile knowledge of the ways and means to reach these markets. We are now in a position to do justice to one more account of national scope.

BISSELL & LAND, INC.
337 Second Ave. Pittsburgh, Pa.
Advertising Agents and Merchandising Counsellors

"Too Many White Plumes in Retail Advertising," Says Saks

Sphinx Club Devotes Opening Dinner to Fifth Avenue

THE 189th dinner of the New York Sphinx Club was held Tuesday evening, October 14. It was Fifth Avenue night. The principal speakers were Horace A. Saks, of Saks-Fifth Avenue, and Robert Grier Cooke, president of the Fifth Avenue Association.

Joseph P. Day, president of the club, introduced Mr. Saks as the "man who moved Fifth Avenue up a mile." In locating its new specialty department store on Fifth Avenue, between 49th and 50th Streets, Saks & Company went a number of blocks north of the present department store zone on the Avenue.

Mr. Saks said that the selection of sites for stores is not the thing of exact scientific calculation that many persons imagine it to be. He declared that the retail business in New York has been gradually extending itself northward for the last century. The movement has been always upward. It will never go in the opposite direction. This being true, and since Fifth Avenue will undoubtedly continue to be the main artery of the city's finest shopping district, it was the logical thing to locate a new store on the Avenue far enough north to be in the path of the retail district's growth during the next few years.

"But our selection of the actual site," said Mr. Saks, "was subject to influences beyond our control. Naturally, a merchant may not be able to get the property he wants. He has to take what he can get. We took the site we did because it was available and came the closest to approximating our ideas. Our selection, however, is as far north as we would have cared to go, as beyond that is another zone, extending to 59th Street. That zone will be developed next."

Mr. Saks said that the success of their Herald Square store, at the intersection of Broadway, 34th Street and Sixth Avenue, was partly due to this wonderful location. "We have been given credit for marvelous foresight in picking that location," explained the speaker, "but we don't deserve it. We were on the verge of taking a store in the neighborhood of Sixth Avenue and Sixteenth Street, when we fortunately heard that some of the big stores down there at that time were planning on moving up to Thirty-fourth Street."

Mr. Saks said that when he entered business twenty-three years ago he did not know anything about advertising. "Twenty-one years ago I knew everything about it, but today, after advertising steadily and consistently all this time, I am ready to admit that I do not know so much about it. The trouble I find with so many advertising writers is that they do not use the English language. They have a jargon of their own, a kit of expressions that to the average person is quite meaningless.

"There are too many white plumes in retail advertising. Copy writers are continually saying something like this: 'Just as the white plume of Henry of Navarre led all the rest, so do our overcoats lead all others.' What does it mean? That kind of language conveys no intelligible message. We do not have to indulge in verbal gymnastics to sell goods. Trite as it may seem, good, old-fashioned honesty is still the most potent influence in building business. All you have to do is to offer good merchandise, priced fairly, and be sincere and straightforward in your relations with customers and in giving them the facts in your advertising."

The speaker indicated that some of the young business intellectuals were not satisfied with the Saks-Fifth Avenue Store because "it

isn't cute enough." "They would like to see a lot of cute little cubby-holes where a few articles of merchandise could be shown artistically. My observation of these de luxe cubby-holes is that they are a fine place to collect old boxes and other junk," he remarked. Mr. Saks believes that being "cute" in merchandising, advertising or selling is not what the public wants.

Robert Grier Cooke told of the history and accomplishments of the Fifth Avenue Association. Mr. Cooke was taken ill the day following his speeach and died last Saturday afternoon of pneumonia.

He had explained that Fifth Avenue's development as one of the finest retail streets is a thing of recent occurrence. "Scribner & Company published a book on the famous streets of the world thirty-three years ago, and Fifth Avenue was not even mentioned," said Mr. Cooke. He told of the Fifth Avenue Centennial soon to be celebrated. A hundred years ago the Avenue was opened from Washington Square to Thirteenth Street.

Hardware Men Favor National Advertising

National advertising pays both merchant and public was the consensus of opinion reached after considerable discussion at the closing convention session last week of the American Hardware Manufacturers' Association and the National Hardware Association at Atlantic City, N. J.

The conclusion was reached that, even though large sums of money were spent for national advertising, it was of distinct benefit to both the merchant and the public. The discussion made it evident that the members felt that the elimination of advertising expense would not result in a saving to the public, but would decrease sales, raise factory costs and cause higher selling prices.

Has Radio Accounts

The Beacon Manufacturing Company and the General Radio Winding Company, both of New York, have placed their advertising accounts with the Arthur Rosenberg Company, advertising agency, also of New York.

Harry Kates Dead

Harry Kates, publisher of the Jamaica, N. Y., *Herald*, died at Jamaica on October 17. He was fifty years old.

Made President of Texas Daily Press League

K. K. Hooper, of the Sherman *Democrat*, was elected president of the Texas Daily Press League at its annual meeting. The meeting, which was held in Dallas, was attended by the representatives of forty-seven daily newspapers.

Homer M. Price, of the Marshall *News*, was elected vice-president, and Walter Murray, of the Ranger *Times* secretary. The following were elected members of the executive committee: Harry T. Warner, Paris, *News;* S. E. Miller, Mineral Wells *Index;* W. S. Spotts, Bonham *Favorite;* J. L. Nunn, Amarillo *News;* and W. C. Edwards, Denton *Record-Chronicle.*

A meeting of the League's advertising bureau also was held. J. L. Greer, Denison *Herald*, was elected chairman, and Houston Harte, San Angelo *Standard*, vice-chairman. In addition the following were made members of an advisory board: C. E. Palmer, Texarkana *Four States Press;* Fred Horton, Greenville *Banner;* Mrs. Lee J. Rountree, Bryan *Eagle;* Bernard Hanks, Abilene *Reporter;* and Lowry Martin, Corsicana *Sun.*

S. W. Papert continues as manager of the League, which maintains a permanent office in Dallas.

The next meeting will be held at Dallas in January.

Seaboard Air Line Account Continues with Presbrey

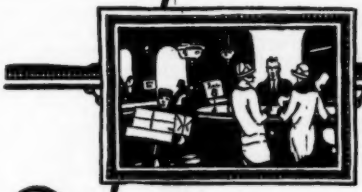
The Frank Presbrey Company, New York, continues to direct the advertising account of the Seaboard Air Line Railway Company, which it has handled for the last twenty-five years. PRINTERS' INK was in error in previously reporting that this account had been placed with The Caples Company. The latter company will handle only a small newspaper campaign for the Seaboard Railway.

Retailer Finds Tie-Up with National Advertising

A good instance of how a retailer may tie up with the national advertising which is appearing in his local newspapers was recently furnished by the Livezey Linoleum Floors, Inc., Philadelphia. Small space was taken alongside the large space advertising of the Armstrong Cork Company. "Here's the Story of Linoleum," the caption read, and a heavy black arrow led the eye to a large Armstrong advertisement in which the story of linoleum was told. The Livezey copy was devoted to the company's service, the laying of linoleum floors. The tie-up offered a complete service to prospective consumers.

With Tolman Print

Phillip H. Mayo has joined the sales department of the Tolman Print, printing, Brockton, Mass. He was formerly with the *Shoe Retailer*, Boston.



The LOS ANGELES EVENING HERALD~ carried MORE department store advertising *in* September than any other *Los Angeles* newspaper.

Concentrated circulation *means* Advertising Power

REPRESENTATIVES

G. LOGAN PAYNE CO.,
401 Tower Bldg., 6 N. Michigan Ave.
Chicago, Ill.

H. W. MOLONEY,
604 Times Building,
New York

A. J. NORRIS HILL,
710 Hearst Building,
San Francisco

Business-Paper Publishers to Discuss "Better Business"

"BETTER BUSINESS" will be the keynote of the forthcoming convention of The Associated Business Papers, Inc. The convention will be held at the Hotel Astor, New York, on October 27, 28 and 29.

According to William Buxman, of the McGraw-Hill Co., who is chairman of the program committee, each topic of discussion has been selected to fit in with this central theme which crystallizes the main objective of the convention. Beginning with the keynote address by Samuel McRoberts, president of the Metropolitan Trust Co., New York, this theme will guide the speakers following in the treatment of their subjects.

Fritz J. Frank, of the Iron Age Publishing Co., president of the association, will preside over the opening session on the morning of October 27. An address of welcome will be delivered by Mr. Buxman who also will outline the ground to be covered by the program. He will be followed by Jesse H. Neal, executive secretary, who will make his report. Mr. McRoberts will then sound the convention keynote in his address.

The afternoon session on October 27 will be presided over by John N. Nind, Jr., of the Periodical Publishing Co., Grand Rapids. The speakers at this session will be: Harvey Conover, Engineering Magazine Co., New York, "Better Business through Better Selling"; R. T. O'Connell, *Textile World*, "The Copy Factor in Better Selling"; Harry E. Taylor, *Dry Goods Economist*, "Adequate Schedules in Better Selling" and M. L. Wilson, The Blackman Co., New York, "Better Business from Advertising Agencies." John Sullivan, secretary-treasurer, Association of National Advertisers, will speak on "Irregular Media" and Dr. H. K. Nixon, Columbia University, will discuss "Better Business through Practical and Applied Psychology."

On the morning of October 28 the association will hold a joint session with the National Conference of Business Paper Editors. E. T. Howson, president of the latter association, will preside. The speakers will be: Howard S. Neiman, attorney, New York, "Rights and Obligations of Copyright Laws of the United States and Canada"; P. C. Gunion, advertising manager, Hyatt Roller Bearing Co., "Editorial Character as a Measure of Advertising Value"; John H. Van Deventer, Engineering Magazine Co., "Keeping the Paper in the Limelight"; Thomas D. Cutler, *Ice Cream Trade Journal*, New York, "Is It Real News?" and Allen W. Clark, *American Paint Journal*, St. Louis, "What of Tomorrow?"

Problems of circulation will be discussed at the afternoon session on October 28 which will be presided over by Ralph S. Foss, circulation manager, McGraw-Hill Co., Inc. The speakers will be: F. V. Cole, Penton Publishing Co., Cleveland, "Tieing the Circulation Department into the Organization"; H. W. Clarke, *Coal Age*, New York, "Character of Circulation Coverage Wanted by the Advertising Department," and M. O. Logansgard, McGraw-Hill Co., Inc., "Character of Editorial Coverage Wanted by the Circulation Department." The session will close with a round table discussion of problems confronting circulation managers.

The annual banquet of the association will be held on the evening of October 28. The speakers will be: Willis H. Booth, vice-president, Guaranty Trust Co., "Present International Conditions Affecting Industry," and Dr. W. Warren Giles.

Plans for the activities of the association for the ensuing year will be formulated at a closed session which will be held on October 29. At this session the annual election will be held.

"Life" Appoints Sweeney & Price

Sweeney & Price, publishers' representatives, Boston, have been appointed to represent *Life* in New England.

What One Advertiser Thinks!



The PRUDENCE COMPANY, Inc.

October 15,
1924

Mr. R. B. Scribner,
Current Opinion,
50 West 47th St.,
New York, N.Y.

Dear Mr. Scribner:

You will be pleased to know that our advertising returns from Current Opinion are highly satisfactory and that it is making a splendid showing. This is particularly gratifying in view of the fact that we have only been advertising in your magazine for the past six months.

Consequently, I have instructed our advertising agents, Griffin, Johnson & Mann to include Current Opinion on our regular list of publications.

Very truly yours,
O. H. Keller

O. H. KELLER
Advertising Manager



Answering "Who Writes Your Copy?"

DAY before yesterday—to be exact, Thursday—two heads of a roofing material business "dropped in to look us over, and find out some first hand facts."

Looking us over didn't take long, because ours is a work shop, and not a display room.
The fact that there was evidence of saw-dust and shavings about, so to speak, didn't seem objectionable evidence to them.

Sitting in the simple little place, called by the rest of the workers "the old man's office," those two men plied me with questions.

Finally, one of them hitched up closer with his chair, and like cracking a whip, asked: "Who writes your copy?"

My answer was:
A half tone made direct from a photograph, *loses but little.*
Sometimes it actually gains.
An electro made from a half-tone *loses something.*
An electro made from an electro *loses much.*

For exactly the same reason, the man who sells our Agency's service to an account, writes the copy for it.
We have no so-called "Copy Department."

An electro of an electro, doesn't seem to fit in with our ideas of an advertising service.

To which let us add that if you incline towards such a direct personal handling of your account, other phases of our way of doing things may also interest you.

TUTHILL ADVERTISING AGENCY

L. W. C. TUTHILL, *President*
1133 BROADWAY
NEW YORK

Where the Farm Market Stands Today

Ex-Governor Lowden Tells the Inland Daily Press Association Some Undiluted Facts about Farming and Farm Markets

WHAT public utilities can accomplish with advertising and the continuing seriousness of the farm problem were the two points on which more than 200 publishers and advertising men of the Middle and Central West focused attention at the meetings of the Inland Daily Press Association in Chicago from October 13 to 15. Relations with advertising agencies and with the Audit Bureau of Circulations, second-class postal rates, newspaper costs, the development of national advertising in newspapers and the newsprint situation were some of the other topics discussed by the business departments of the newspapers represented.

Joe Carmichael, director of the Iowa Committee on Public Utility Information, cited a long list of cases where utilities in his State and neighboring States had re-established their morale and had successfully sold themselves to their communities through intelligent advertising. But the utilities are still babes in the wood when it comes to advertising, he admitted.

Frank O. Lowden, farmer and wartime Governor of Illinois, stressed the point that today's farm prosperity had been occasioned only by the failure of foreign wheat crops and the poor corn crop in much of the corn belt in the United States. "If the success of American agriculture depends upon the failure of crops either at home or abroad, it hangs by a very slender thread," he declared with emphasis. "It will be better not only for agriculture but better for the country, if we face the fact and admit that there is still a real problem waiting for solution more important than any other domestic problem we have."

"We have been very tardy in confessing that there was an agricultural problem and have therefore delayed its solution," said Governor Lowden in another part of his address. "At last we are recognizing that we have a farm problem. This in itself is a decided gain, but we are too prone to say that the farmer's troubles are over. We must find some method by which agriculture can plan its production with reference to profitable consumption. The individual farmer cannot do this. The problem is too vast. Only through organization can this result be achieved. Agriculture finds itself with its millions of members competing among themselves while it is obliged to sell its products in a highly organized industrial and commercial world. The farmer, too, must organize for the purpose of marketing his products.

"The benefits of successful farming must be reflected in all industry. Men of the widest vision are seeing the necessity of farm prosperity, but this goodwill of business is largely thwarted when it comes to a specific case in the community. Business generally, for fear of offending one or two of its members who might be directly affected by farm organization, is prone to withhold its sympathy. Business must overcome this timidity. I know the power of advertising and the power of the publisher. Today, I invoke that power on behalf of the millions who still cling to the farm, but with diminished hope for the future."

The Wednesday noon joint meeting of the Inland Press Association and the Advertising Council of the Chicago Association of Commerce was probably the largest meeting which the Inland publishers have ever held. Homer J. Buckley of Chicago and George D. Lindsay, president of the Inland association, presided.

As an association the Inland

Daily Press expressed itself as favoring larger representation of newspapers on the directorate of the Audit Bureau of Circulations. A. L. Miller of Battle Creek, Mich., chairman of the association's A. B. C. Committee, said that although newspapers paid in 60 per cent of the bureau's revenue, they had only two newspaper men on a board of directors composed of twenty-one. The association voted to appoint a committee which will advise and consult with the A. B. C. with a view to establishing closer and better relations between the two bodies.

The association approved the report of its Postal Committee which committed its publishers to an equalization in the salaries of postal employees. To meet the increases which the committee felt would be approved by the next session of Congress, the committee recommended increasing first-class postal rates, special delivery rates and parcel post rates. Any increase in second-class rates would saddle newspaper publishers with the cost of raising postal employees' salaries, Mr. Miller said.

Frank T. Carroll, president of the Association of Newspaper Executives, told the publishers present that they could double the amount of national advertising in newspapers if they would make jobbers and retailers understand more fully the power of the local newspaper in assisting in the sales of merchandise handled through the wholesaler and retailer.

"We have prepared a series of twelve letters which we are urging newspaper members to send out among wholesalers and retailers of the country," Mr. Carroll said. "The average retailer has his eyes open now, but we must educate many wholesalers to the importance of the newspaper."

Speaking on "National Advertising in Newspapers," Jesse F. Matteson, of Matteson-Fogarty-Jordan, Chicago, advertising agency, and former president of the American Association of Advertising Agencies, asked publishers to recognize the difference between the advertising agency which merely gives the publisher an order for space and the agency which finds advertisers, develops them, prepares their advertising for them and otherwise performs a real service.

The Cleveland *Plain Dealer*, the Indianapolis *News* and the Coshocton, O., *Tribune* were elected members of the Inland Daily Press Association.

Pacific Coast Newspaper Executives to Meet

The second annual meeting of Pacific Coast and Intermountain newspaper advertising executives will be held at San Francisco on November 20. The meeting will be under the auspices of the Pacific Coast office of the American Newspaper Publishers Association.

William J. Hofmann, advertising manager, Portland *Oregonian*, will be chairman of the meeting. Among the speakers and their subjects will be: Ramsey Oppenheim, publisher, *Western Advertising*, "The Development of Pacific Coast Advertising"; John J. Cuddy, director of advertising, Standard Oil Company of California, "What Should the Western Advertiser Expect from the Western Newspaper?"; and Dr. B. M. Rastall, manager, Californians, Inc., "The Newspaper as a Community Builder."

Thomas L. Emory, Pacific Coast manager, Bureau of Advertising, will discuss "Developing More Newspaper Advertising," and W. J. Hofmann will speak on "The Importance and the Possibilities of the Pacific Coast Territory as a Market." R. F. Haegelin, district sales manager, Kellogg Sales Company, will speak on "The Profitable Cultivation of the Pacific Coast Market through Newspaper Advertising."

George B. Dealey Honored

George Bannerman Dealey, president and general manager of A. H. Belo & Company, Dallas, Tex., was honored with a dinner at Dallas on October 12 which was held to celebrate his completion of fifty years of service with the company. The Belo company is publisher of the Dallas *News*, Dallas *Journal* and the *Farm News*. Mr. Dealey joined the staff of the Galveston *News* in 1874, which has since been sold by the Belo company. The dinner was attended by more than 300 employees of the company.

Watterson R. Rothacker is president of the Rothacker Film Manufacturing Company, Chicago. In reporting the recent meeting of the Screen Advertisers Association, it was stated that his brother, Douglas G. Rothacker, who is associated with him, was president of the Rothacker company.

Advertised "Free" Offers Are Under Fire

Recent Case of Federal Trade Commission a Forerunner of Others to Cause Discontinuance of What Really Amounts to Fraudulent Advertising

Washington Bureau of PRINTERS' INK

IT SEEMS a far cry from the innumerable misleading and deceptive advertisements of "free" goods, to the selling methods of a reputable publisher of books. That is undoubtedly why the recent case of the Federal Trade Commission against The John C. Winston Company has been widely misunderstood and has attracted much unfavorable criticism and some ridicule. It is probably close to the facts of the matter to assume that the methods of the Winston company were chosen by the Commission for a test, because they happened to approach the borderline, in the opinion of the Commission, and have been practiced in various forms by a number of book publishers for many years. Also, a successful prosecution of the case will give the Commission the necessary authority to compel the discontinuance of the more flagrant and deceptive practices of the kind.

When it enters a new field, the Commission, of necessity, first seeks to acquire legal authority for future actions through the establishment of a precedent, and it is obviously desirable to establish a precedent which covers as far as possible the whole of a questioned practice. Hence it is very probable that the Winston concern was selected by the Commission because its methods were typical or perhaps the mildest form of the practices and methods the Commission considers, and will attempt to prove, unlawful.

For many months the Commission has been receiving letters from the trade and the public complaining of the misleading and fraudulent nature of many "free" advertisements and selling offers. Now it has begun an action that it evidently expects will furnish the means whereby the Commission can stop the myriads of false "free" offers which constitute one of the most demoralizing and unfair purposes for which advertising is still extensively and profitably used.

In the Winston case, the formal complaint of the Commission relates that the respondent, through its agents, represents to its prospective customers that the respondent will present free of charge its set of encyclopedias upon the condition that such prospective customers will furnish letters of recommendation concerning the merits of the work.

As a condition precedent to availing themselves of this offer the prospective customers are required to subscribe to a "Cumulative Loose Leaf Annual Service" accompanying the encyclopedias. The complaint then explains the method of pricing the proposition and continues:

"In truth and in fact said customers of respondent, in subscribing to the extension service in the manner set out above is purchasing the said set of books and the extension service for the sum of $49 under the mistaken belief that he is receiving the said set of books free of charge and is paying only for the said service."

FEATURING FALSE PRICES

The complaint also deals with the matter of advertising a much higher price for the purpose of establishing and convincing prospects of a bargain rate, and it covers nearly two and a half closely typed pages. But the main purpose of the Commission is evidently to establish a ban against the misuse of the free offer, for the final order directs the respondent regarding the pricing system, and then orders the company to cease and desist from

either directly or indirectly—

"Representing to purchasers and prospective purchasers that any part of a combination offer is in fact or in effect given free of charge when the recipient must pay a consideration for the whole or some element of the combination to be entitled to receive the alleged gift."

"Few business men, apparently, realize the wide extent of the free offer," Trade Commissioner Gaskill said, "because the advertisements are not accepted by the publications they read. But pick up any one of a certain large class of publications, and you will find it teeming with all variations of advertisements of the kind.

"Goods are frequently pictured with 'Absolutely Free' and similar captions in glaring type. On page after page readers are importuned to accept many kinds of apparently desirable merchandise at no expense of time, money or effort—if we accept the true meaning of the word 'free.'

"It is obviously because many readers do accept this meaning of the word that the advertisements pay. Unfortunately, a large class of our population still ignorantly believes or forlornly hopes that it may be possible to secure something of value for nothing, and the free advertisement and offers are patently designed to appeal to this class.

"Check up a number of these free offers, read the advertisements carefully, answer them, and you will find that all are misleading, according to the actual meaning of the word 'free,' that most of them are highly questionable, and that a large percentage of the advertised free propositions are undoubtedly fraudulent.

"Judging from the large number of such offers and their persistence, the free offer business is highly profitable, and millions of dollars change hands every year because of its promotion, and on a basis that is, at least, decidedly unfair. From the many complaints that have reached the Commission we know that a large volume of merchandise is sold by this method at prices above its actual value, and that a great many practically worthless articles are marketed profitably.

"There can be no doubt that the entire method of merchandising arouses suspicion of all advertising in the minds of many people, and that it constitutes a demoralizing influence that hinders and obstructs many efforts in the field of legitimate enterprises. It appears to be equally as certain that the innumerable free propositions advertised and personally offered are an imposition on the public. At least, the many complaints regarding them strongly indicate that they come well within the prohibitory provisions of the Federal Trade Commission Act, which provides that whenever the Commission has reason to believe that an unfair method of competition has been used against the public interest it shall issue its complaint."

PREMIUMS NOT UNDER BAN

Mr. Gaskill was careful to explain that the Commission did not, in the action indicated by the Winston case, contemplate anything that would interfere with the familiar offers of premium or bonus goods, or free samples. When the offer is properly represented the Commission has no power to prevent the giving of premiums or extras or the distribution of samples. But it has the power to prevent the inducement of sales upon a false representation that something is free when it is not.

"The Commission," he continued, "is concerned only with those selling methods which deceive the buyer into making a purchase that he would not make if he knew the truth about the 'free' offer that attracts him to the proposition. Legitimate business has nothing to fear from the activity of the Commission under discussion. However, in the effective enforcement of any law or regulation the line between what is right and what is wrong must be definitely drawn, and the Commission will insist that the word 'free' be used inva-

Portland Press Herald Gains Circulation Even When Price is Raised 50%

Within three weeks after the 50% increase went into effect the circulation of the Press Herald was not only back but gaining.

It passed its previous figure.

This took place without the use of premiums, inducements or intensive selling of any kind; neither was the circulation department increased.

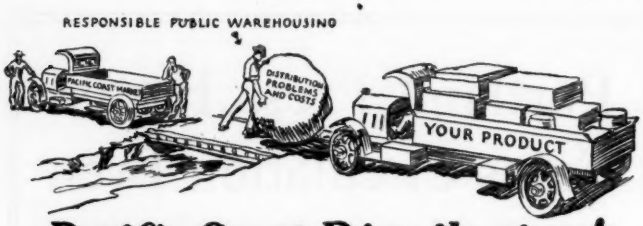
A gain in circulation with 50% increase in subscription price is, we believe, an excellent testimonial to the worth of the Portland Press Herald.

Maine is a Morning Paper State

Portland Press Herald

POWERS & STONE
Special Representatives

BOSTON	NEW YORK	CHICAGO
402 Little Bldg.	1637 Aeolian Hall	1st Nat. Bank Bldg.



Pacific Coast Distribution!

Have its Problems, its costs, discouraged you in entering this market?

OF COURSE you want to sell on the Coast. And this remarkable market is waiting to buy your goods.

No need to hesitate now because of distribution problems. Responsible public warehousing has rid your path of those obstacles

Your own factory branches could serve you no more effectively. You'll declare the costs highly satisfactory.

How? Why? When? Where?—natural questions. That's the reason for our complete *Report* on the entire situation. We want you advertising, sales and business executives to have copies. It contains full data—

—about this astonishing Pacific Coast market and what it holds out for ambitious manufacturers.

—about ways to economically reach and sell to this market.

—giving names and experiences of concerns successfully using public warehousing for economical distribution on the Pacific Coast.

—on what *responsible* warehousing means. What to seek and what to avoid in selecting warehouses.

—about one feature of particular interest to firms having or wanting resident representatives.

—on many other points of interest and importance to manufacturers coming to the Coast.

May we send you this *Report?*
Just use your business letterhead.

LAWRENCE WAREHOUSE COMPANY

AL T GIBSON PRESIDENT

Executive Offices: 37 Drumm Street, San Francisco

4-1024

riably according to its true meaning.

"This, I am sure, cannot work the slightest hardship on any legitimate business. If a selling proposition is entirely honest, its promoters certainly will not want nor need to use anything that may suggest unfairness, and I am sure that all legitimate advertisers and selling agencies who may be using the word 'free' with honest intentions will gladly make the slight concession of substituting another and a better word for their purposes, when they know that their action will aid in obliterating thousands of misleading and deceptive advertisements, prevent dishonest selling methods, and further the cause of honest business."

The economic phase of the subject is particularly interesting to Mr. Gaskill, and he explained that a "free" proposition regularly offered was impossible to fulfil as a matter of business, for the simple reason that it violated the first principle of economic distribution.

"It is obvious," he said, "that a business cannot continue to violate an economic basic principle without ultimate failure. It is just as evident that a business cannot succeed, or even continue, if it continually violates the principle that goods sold must return their cost. Hence it is impossible for anyone to continue to give a 'free' proposition unless the cost of the 'free' goods is included in the amount of obligatory purchase.

"In numerous instances, called to the attention of the Commission, it was found that the price asked for purchased goods exceeded the fair value of both the purchase and the 'free' goods. In other words, purchasers could have saved money by going to a store and buying both the 'free' and the purchased goods."

The competitive phase is equally as important, and Mr. Gaskill mentioned the fact that this is seldom recognized. A large percentage of the free offers require the sale of certain quantities of baking powder, flavoring extracts, coffee, and many other goods of the kind. Usually, the advertisements are de-



"Punch"

"The Foremost Humorous Journal of the World"

SUCCESS follows inevitably when the personality of "PUNCH" is linked up with the advertising of High-class Goods and Service; but to ensure this success

Advance Booking is always essential

Rates and particulars of space available from

MARION JEAN LYON
Advertisement Manager "PUNCH"
10, Bouverie Street,
LONDON, E. C. 4, Eng.

signed to appeal particularly to boys and girls, and inquiries as to the free offer bring either a glowing proposition or a shipment of the goods with the explanation that the "free" gift will be forwarded as soon as the goods are sold by the recipient and the money forwarded to the advertiser.

SUBTERRANEAN SALES PLANS

In many instances the advertised gifts are greatly inferior to the advertised descriptions of them, and frequently they are not forthcoming at all. The goods themselves are never advertised; they are always peddled in the neighborhoods of the recipients, and are usually of inferior or questionable quality. The entire proposition constitutes a subterranean method of distribution that seems to encourage imitation, the selling of inferior merchandise, and a host of evils that would not be tolerated if they were generally known.

The truth of the matter is that a very large volume of merchandise is peddled throughout the country by boys and girls who are misled and taken advantage of, and that the system offers decidedly unfair competition to hundreds of advertised lines. Unfortunately, there is a rule against publishing anything about the investigations of the Commission and the evidence presented to it until after its cases have developed to the point of the issuance of formal complaints, or until its findings are published; but there can be little doubt that, in the opinion of the Commission, it has an abundance of evidence to prove that the general use of the word "free" in advertisements and personally offered selling schemes is deceptive or fraudulent, hence an imposition on the public, and that, generally speaking, it is the basis of innumerable practices that involve unfair competition.

Therefore, the Federal Trade Commission, in its attempt to prohibit the use of the word "free" in the methods mentioned, is waging an attack which, when finally

made by Grammes

FROM Louisville, Ky. came the call of the Inter-Southern Life Insurance Company for a suggestion in metal, commemorating the occupancy of their new home.

Grammes satisfied their wants and Inter-Southern policy holders were given this durable and beautiful two-tone metallic watch fob.

If you have an occasion or product that you wish impressed on other minds, permit us to offer suggestions.



L·F· GRAMMES & SONS INC.
ESTABLISHED 1873
ALLENTOWN PA.
401 Union St.

Manufacturers of Metal Specialties
Name Plates, Signs, Display Easels and Racks, Advertising Novelties

San Francisco
Evening
Circulation

Here is the story of the San Francisco Newspaper Circulation Year ending September 30, 1924. It is taken from formal statements published by The Call, The Bulletin and The News:

	Sept. 30,'24	Sept. 30,'23
THE CALL....	**93,768**	**91,172**
a **GAIN** of 2596		
*The Bulletin..... and San Francisco Journal and Daily Journal of Commerce	60,143	64,683
a **LOSS** of 4540		
The News.....	56,466	58,012
a **LOSS** of 1546		

*The San Francisco Journal and Daily Journal of Commerce were combined with The Bulletin on June 25, 1924. The last circulation statement published by the San Francisco Journal, March 31, 1924, was 27,696.

The subscription price of The Call is 75 cents a month, of The Bulletin 60 cents a month, of The News 50 cents a month.



As Surely as the Sun Rises

The Daily Herald enters 4,375 of the native and resort homes along the Mississippi Gulf Coast.

The only paper published in the midst of this thriving territory, the Daily Herald appears as regularly as the sun itself—more so, in fact; for on cloudy days when there is no sun, there is always the Daily Herald to brighten the day. As dependable as its morning appearance are the advertising messages found in its columns, which are widely read and heeded.

This discriminating market is one which National Advertisers find they cannot afford to neglect—and they are using the Daily Herald with big results.

THE DAILY HERALD

Gulfport Mississippi Biloxi

G. O. W. WILKES' SONS, Publishers

tell

your public what kind of house you are & how you serve them. Do it with a *book*. We will write, design, illustrate and print one you will be proud of.



CURRIER & HARFORD *Ltd*

Selective Advertising

27 East 31 New York Cal 6076

successful, will benefit all honest advertising and business effort. And, as Mr. Gaskill concluded:

"In the Winston case, as in many others that have excited adverse comment, I am sure that the advertisers and other business men of the country will not offer unfavorable criticism when the facts are known, and when the motive and intentions of the Federal Trade Commission are explained to them.

"It is very easy to draw the line of distinction between a 'free' offer and a premium or a bonus. A free gift requires no consideration either in money or service. One simply asks for it and gets it. A premium or a bonus is an addition to a purchase as the reward for service. Many so-called free offers are in reality premium offers and, when properly represented, have a legitimate place. The free offer, when properly represented, is also legitimate.

"It seems to me that the honest advertiser of honest goods who has no need for such methods, should be deeply concerned to see that the purchasing power of the public is not drained away by these catch-penny schemes and that the advertising agencies and mediums might well take thought to the question whether their interests lie with the honest advertiser or with the quack."

Dr. Berthold Arnold Baer Dead

Dr. Berthold Arnold Baer, president of the Baer Advertising Agency, Inc., New York, died at his home in that city on October 18. He was fifty-seven years old. Formerly an eye specialist, he entered advertising at New York about seven years ago. Prior to forming his own advertising business he had charge of advertising for the Campbell Funeral Church, New York, and later was associated with The A. M. Sweyd Co., New York, in charge of a syndicated advertising service for undertakers.

Becomes Picard, Bradner, Brown, Inc.

The advertising agency business which has been conducted at New York under the name of Picard & Company has changed its name to Picard, Bradner, Brown, Inc. A. J. Picard is president; C. H. Bradner, vice-president and Lee D. Brown, secretary-treasurer.

Supremacy!

Of the total advertising in Columbus newspapers for the first nine months, 1924, The Dispatch carried

53% of all Local Advertising

	Lines	Advertisements
DISPATCH	**10,039,587**	**47,179**
Second Paper	5,218,615	25,356
Third Paper	3,444,337	32,712
	18,702,539	105,247

56% of all Classified

	Lines	Advertisements
DISPATCH	**3,255,145**	**376,957**
Second Paper	1,304,653	137,406
Third Paper	1,215,650	95,991
	5,775,448	610,350

58% of all National

	Lines	Advertisements
DISPATCH	**2,042,342**	**12,291**
Second Paper	904,234	7,148
Third Paper	539,431	3,474
	3,486,007	22,913

462 National and 362 Local advertisers used only The Dispatch for the first 9 months of 1924.

Average Daily Paid Circulation..... 98,458
(Sworn Government Statement, 6 Months Ending October 1, 1924)

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

HARVEY R. YOUNG
Manager of Advertising

O'MARA & ORMSBEE, *Representatives*
New York, Detroit, Chicago, San Francisco



4th largest market in Massachusetts

There is only one way to really *reach* New Bedford

Let the Standard Mercury carry your goods there

THIRTY-FOUR thousand New Bedford homes make up the fourth largest buying-center in Massachusetts. To get your goods into these homes there is one sales route that you can always depend on as surer and quicker than any other. The advertising pages of the Standard Mercury will carry them there for you and your retailers as they are now carrying the products of 450 other national advertisers.

The Standard Mercury reaches 34,000 homes at a flat rate of 10 cents a line. Compare this with what it costs you to dominate any other market among the first four which you must cover in Massachusetts.

NEW BEDFORD STANDARD MERCURY

An Industrial Advertising Policy That Built Sales of Millions

The International Combustion Engineering Corporation Uses Industrial Papers to Build Prestige and Reaps Tremendous Sales as a Result

By R. C. Beadle

Assistant to the President, International Combustion Engineering Corporation

SOME years ago I was selling the equipment of our company. The company at that time was small and had advertised spasmodically—that is, one of the companies that now makes up the great group that is owned by the International Combustion Engineering Corporation. I had worked on this particular sale for some time. Finally, in conversation with the prospective customer, when I had practically lost the sale to a competitor, he stated as one of his reasons for not looking favorably upon the purchase of the equipment, that he had looked through the technical papers for our advertising and could not find it, and therefore had concluded that we were not a very strong concern. It so happened that I had in my pocket a proof that had not yet been mailed, of a full-page advertisement in one of the technical papers. I showed him that proof, he read it, with the result that in half an hour I left his office with a signed contract.

This is what I believe advertising does for the technical advertiser. We all can find instances, perhaps not as direct, but which point to the same thing. Advertising in the technical field, I think you will all admit, is in its infancy. There are few of us who really know exactly how it should be handled. We are too close to the desire to make sales today rather than building prestige for tomorrow, and the weak link in the advertising programs of most concerns doing business in the technical field is that their publicity is too closely identified and too closely under the control of the sales and engineering departments.

The bigger companies in the field have recognized the necessity of developing a publicity organization big enough and powerful enough to stand on its own feet, and the publicity man is gradually emerging from the state of being a buffer who talks to advertising solicitors and makes excuses for not advertising, into being an executive with a special function to perform. How many organizations, especially the smaller organizations, hire a publicity man and turn him loose at a desk to write copy, giving him intimate knowledge and sources of information only on the construction and operation of its machinery, which, while important for him to know, is after all merely an incident in the development of the campaign.

AD MEN SHOULD BE AHEAD OF TIMES

In mental picture, your publicity man should be from three to five years ahead of the business, with a knowledge of what that business should be from three to five years ahead, and forecast future developments in advertising. This is the prestige building quality; once put over, it is the greatest thing in bringing in today's sales. If we can once get the broad vision, and see that advertising in the technical field is only a means to an end, that it does not develop sales, but gives the company and the sales organization the entree and prestige, then we have taken the first step toward economy in our advertising.

The Combustion Engineering Corporation is a young organization. Our advertising did not amount to much in the early days. We started in with a full page in an industrial magazine and some ideas about advertising. We owned no factories;

From an address before the Annual Convention of the National Industrial Advertisers Association at Chicago.

RADIO MERCHANDISING

duplicates the circulation of most of the other radio trade journals — but none of the others duplicate the circulation of

RADIO Merchandising
THE MAGAZINE OF THE RADIO TRADE

342 Madison Avenue
New York

WANTED:
Sales Promotion Manager

One of the leading piano manufacturers has opening for experienced man who can assist in directing sales force, and advertising department; who can create selling campaigns for dealers; a man with initiative and imagination, one who can grow into bigger job. Splendid opportunity for the right man. State your experience in sales promotion and how you can assist General Sales Manager in developing new business, also in helping existing dealers get more business.

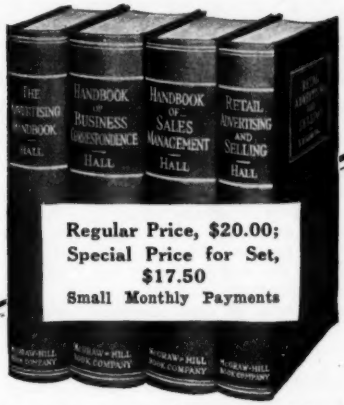
Address "W," Box 157, care of Printers' Ink.

our machines were being built under contract. We had a new name that had no prestige or standing, and the company was made up of three small companies.

But we had good products and we had good engineers and we had a new idea in advertising. That idea was not accepted by the advertising fraternity as a good one at that time. It was radical. It was different. But we kept at it. We added other products to our line. As the business grew and developed, we took on other mediums, but our whole plan from the beginning has been to take on only the best engineering mediums, analyze them carefully before purchasing space and when once signing a contract, figuring to stay indefinitely in the publication. We believe that two pages of smashing copy in one publication is better than four half pages of advertising that might give us four or five times the circulation and that the former is a better advertising buy for us; so that today with our campaign shaped as it is, we quickly can put our entire force back of any new product.

Going along with our technical press advertising has been our direct advertising, which we have accomplished in various ways. A careful record is maintained in our publicity department of all the prospects with whom we have been in touch. The field we serve is a highly valuable one and is highly concentrated. It is interesting to note in checking over our sales in comparison with publicity records, that year after year this shows that over 50 per cent of our customers have originally started in our publicity department —that is, the publicity department has in some way been in contact with the purchaser of our equipment before that equipment has been purchased. Still I maintain that publicity and advertising should not be considered as a means of selling technical products directly. The reason we have been in contact in our publicity department is because the publicity department of our organization is aimed to build prestige and sell the company to the engineering

You can qualify for the bigger jobs in the advertising and selling field—



Regular Price, $20.00; Special Price for Set, $17.50
Small Monthly Payments

THE big, well-paying jobs call for men with all-around knowledge of the entire selling business—advertising, personal salesmanship, planning, managing, etc. Get ready for them. Add to your own experience a working command of the principles and methods that have been proved in the experiences of the most successful selling organizations. You get them—hundreds of them—in

S. ROLAND HALL'S Library of Advertising and Selling

Four Volumes, 3323 Pages, 5½x8, Flexible Binding, 1090 Illustrations
$1.50 in ten days and $2.00 monthly for eight months

Covers as much ground as courses costing five or ten times as much. Written in the most instructive style, profusely illustrated with half-tones, line drawings, graphs, charts, maps, tables. Complete campaigns of many kinds outlined. Thousands of sales ideas and plans, time-saving methods and stimulating suggestions. For daily use in solving marketing problems of all kinds—manufacturer to small retailer. Examples taken from scores of such prominent concerns as Burroughs Adding Machine Co., Kuppenheimer & Co., Morris & Co., National Cash Register Co., American Radiator Co., Conklin Pen Manufacturing Co., Eastman Kodak Co., Marshall Field & Co., Lord & Taylor, United Cigar Stores, J. C. Penney & Co.

George French, an advertising expert, says of Vol. I: "So much material has been gleaned and handled so well that he would be a bold, if not reckless person, who would attempt to compete." Dr. Dignan, of LaSalle Extension University, says of Vol. II: "Destined to be the Bible of the movement to set letters in their rightful place." *Sales Management* says of Vol. III: "Without question the most complete and comprehensive volume thus far published on the broad subject of sales management." Hundreds of other similar expressions by prominent business men and publications.

Special Price of $17.50
No Money Down—Small Monthly Payments
Examine the Library for 10 Days—FREE

McGRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc.
370 Seventh Avenue, New York

You may send me the HALL LIBRARY OF ADVERTISING AND SELLING for ten days' free examination.

If the books are satisfactory, I will send $1.50 in ten days and $2 a month until your special price of $17.50 has been paid. If not wanted, I will write you for shipping instructions.

Signed .....
Address .....
Position .....
Company .....P. I. 10-23-24

field. We are not particularly interested in what the company sells of its products. Our job is to sell the International Combustion Engineering Corporation *organization.*

ADVERTISING'S INTERNAL EFFECT

The first influence in any campaign of technical publicity is on the organization itself. I can illustrate this best by citing the experience of a company that is close to my own knowledge. After some time, certain difficulties developed in the marketing of its service and products, and the point of view of even its own directors was not co-ordinated.

The company was brought into existence largely through the vision and force of one man. The weak point in that organization was the fact that no paid publicity had been used. The publicity man, having considerable information of a news value, however, proceeded to paint the highlights and got stories over that gradually educated the sales force, the directors, to say nothing about the public, along lines that the company was not intended by its originators to go. There was only one thing to do, and that was to gradually change the point of view as to what their big picture was, not by argument, but by laying out copy suggestions for paid advertising and starting them thinking about what they were advertising, at so many dollars per page. In the discussions of the copy slant with the sales manager and the directors, it was possible to sell them their own company in the light that it was intended to function.

In our company it is our practice to send out to every salesman in the organization proofs of our advertising asking for his opinion and what points he thinks are strong or weak. In addition to this, we naturally keep in close touch with the sales executives to ascertain what their program may be as to when and how and where they are going to introduce new products. We believe that the sales department should present its problem and what it wishes to accomplish to the publicity department and the publicity department

RADIO SHOW IN BUFFALO

November 17 - 22 Inclusive

Auspices of the

Radio Dealers Association of Western New York

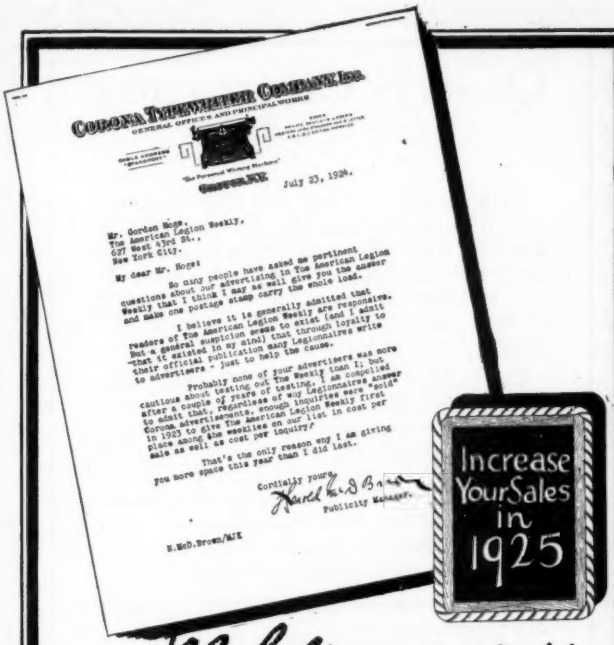
and the

Buffalo Courier-Buffalo Enquirer

This show, to be held in the largest auditorium in Buffalo, will add great impetus to this responsive market for radio.

Manufacturers—take this unusual opportunity to demonstrate your products to all radio Buffalo and Western New York. Reservations for floor space should be made at once. **Write or wire Buffalo Courier.**

Show Editions, Sunday Courier, November 16th, Buffalo Enquirer, November 17th. Forms close November 8th.



we'll help you do it

On March 10th, 1924, the following letter was received from one of our readers in Danbury, Connecticut:

"Enclosed is a copy of a letter which I addressed to Corona Typewriter Co., Inc., and also a copy of a letter which I asked their local representative to write to their advertising manager.

"Trusting these letters may prove of some small aid to you in your very effective efforts on behalf of The American Legion, I am

"Yours for a bigger and better Weekly."

This is what the dealer in Danbury, Connecticut, wrote to Corona Typewriter Co., Inc., on March 9, 1924:

"Mr. . . . . of this city wishes me to inform you that he has purchased Corona 561473 as a direct result of your advertising in The American Legion Weekly.

"This means two sales of Coronas that can be traced directly to American Legion Weekly advertising.

"Ex-service men always have a good word for Corona, and we are having quite a few inquiries concerning the new model.

"I hope that you will continue to use this result-producing medium for our mutual advantage."

The AMERICAN LEGION Weekly

331 Madison Avenue
New York, N. Y.

22 West Monroe Street
Chicago, Ill.

QUALITY CIRCULATION

THE quality of Boot and Shoe Recorder circulation can be judged by the quality of the Recorder Editorial pages. In the same degree that these pages are progressive and advanced in their treatment of current problems, the readers of these pages must needs be progressive and advanced in their attitude toward their business.

Our problem in the Boot and Shoe Recorder is to supply these keen-visioned, energetic and resourceful readers with a magazine that will inspire them and help them toward the most profitable conduct of their business. The present circulation leadership is clear proof of the accomplishment of this aim. More than any other agency, the Boot and Shoe Recorder has given the merchant the help he has needed.

So, here is a rather fine distinction but a clear one nevertheless—

The Boot and Shoe Recorder is a great publication not because it has a great circulation; it has a great circulation because—and only because—it is a great publication.

Among the readers of the Boot and Shoe Recorder are more than eleven thousand of the largest and most important shoe merchants of America. These not only constitute the circulation of the Boot and Shoe Recorder; they attest the greatness of the Boot and Shoe Recorder.

To influence this group in favor of any product means to insure the successful sale of that product in the retail shoe field. Sell the Boot and Shoe Recorder market first.

In Every Good Shoe Store
The Recorder is a Factor

The BOOT & SHOE RECORDER

207 SOUTH STREET, BOSTON

Wire for our nearest representative

should then proceed to work it out.

In some cases this is reversed. Reports from the sales department of volume of business in various lines and in various sections of the country are received from month to month. If there is a falling off in the sale of some particular product, it is the function of the publicity department to find out from the sales department, why, and to see if something cannot be done from the standpoint of publicity to stimulate the sales of that product. In this way there is the closest kind of co-operation between every branch of the organization and the home office, with the result that every salesman in the organization feels that he is being consulted and that he is a real factor in shaping policy. This in turn reflects back into the spirit of all working togetner.

Another factor that big publicity handled in a big way means, is the influence on the salesman who is competing. He knows that he is up against a strong organization, and in many cases, when you analyze your competition, when you are selling your company to the public, you will find that the salesman on the other side of the fence, realizing that the man with whom he is competing has the backing and support of every unit in a big organization, very often wishes that he was selling the other fellow's products. Right publicity also attracts to an organization the best and livest men in the selling field. When a man is selling goods he wants to be identified with a company that is surely going to go ahead.

Many companies work on a percentage basis, and in the main, I believe that is a satisfactory basis. But in cases where new products are introduced on the market, it is my belief that a separate advertising appropriation should be made for that particular product, covering the first two or three years, on an arbitrary basis of the cost of putting over the idea, and after that let it go on the same basis as the general appropriation.

In the first three years of introducing any new product, the

Why Franklin Simon Sells Nationally

President of New York Retail Wearing Apparel Store Tells of His Company's Use of National Advertising—Gives Number of Charge Accounts and Sales and Profit Figures

Franklin Simon, president, Franklin Simon & Company, a New York company, which is engaged in the retail selling of wearing apparel for women, men, misses, girls, boys and infants, has recently given certain specific information on this trend in retail advertising, in a letter made public in connection with a $4,000,000 issue of preferred stock.

In that letter he explains how the business of Franklin Simon became national in scope. For this accomplishment he gives credit to national advertising, catalogues, and to exhibitions in various large cities of the country, as well as in leading colleges.

PRINTERS' INK
Sept. 18, 1924

Today college trade is an important part of a store's business—many retailers catering almost entirely to the student market. Students not only buy quickly and are easily satisfied, but when pleased will bring to a store the business of many of their friends.

So if you consider that these men come from all parts of the country it will easily be seen why Mr. Simon classes his consistent cultivation of college trade and his college exhibits as factors in the national growth of his business.

There is no charge for any part of our service which includes the planning of college exhibits and furnishing the retailer with complete information about the college market.

The COLLEGIATE SALESMAN, describing all our activities and listing all student papers sent on request.

Established 1913

CSAA

COLLEGIATE SPECIAL ADVERTISING AGENCY, Inc.

503 5th Avenue, New York City
37 S. Wabash Avenue, Chicago

money spent in advertising and publicity is really a capital expense, although conservative financing in our own case has prevented our so viewing it.

ADVERTISING AIDS FINANCING

Still another factor is one of which the publicity man and the head of the concern seldom think, and that is, the value of good-will created by advertising in financing an enterprise. All enterprises that grow may need new capital. You do not know, you cannot tell, what minute your business is going to expand to such an extent that it will be desirable for you to enter the money market and market your securities, to take care of expansions. This will be difficult unless you have a standing and good-will and a prestige built by advertising. The public, either consciously or unconsciously forms an opinion of the company from its advertising. If you do your advertising in a big, broad, strong way, whether it be in technical publications or elsewhere, according to the kind of business that you are doing, the public cannot help but visualize your company as a strong and safe company, and your securities will be received much more readily.

When the Combustion Engineering Corporation entered the field, some years ago, stokers were largely looked upon as more or less of a luxury, except in the very largest power plants. Stokers are largely made of cast iron and because of their weight were attractive propositions for foundries to make. Automatic stokers of various types had been coming into the market, developing some sales, and then either faded from sight altogether or just jogged along as purely a foundry product that helped to decrease the cost of the iron in the ladle for the foundry. The profit was a foundryman's profit. The stoker business was not a commercial proposition. Guarantees of performance were predicated on the guarantees of the boiler manufacturer. In many cases the stoker men selling the product did not know the scientific reason why an automatic

Advertising and Sales Executive
Wants a Bigger Job

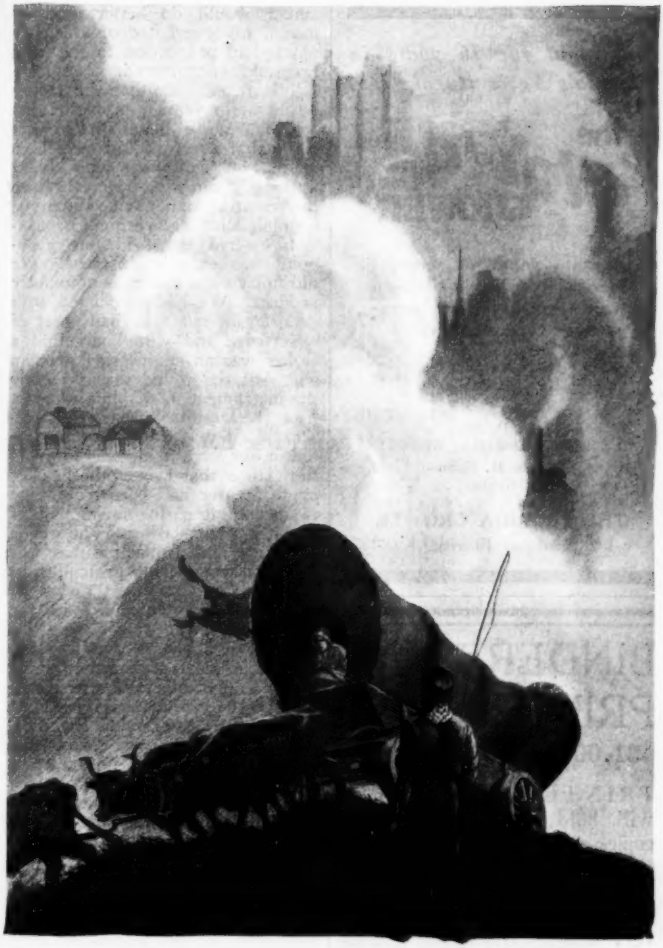
Entering 4th year with quality chain system of great reputation, operating stores in all important cities. This young man of 34 has an advertising, selling and big business background of over 15 years. He is accustomed to large responsibilities, and to directing and producing advertising that results in sales.

Because of well-rounded experience this man is ideally fitted for any position requiring a man of winning personality, self-confidence and executive ability. He can write, sell, buy, talk or travel—anywhere in the country! Above all, he wants a lifelong connection where his earnings and advancement will be limited only by his ability to produce.

Present employers know he will leave between now and January 1st. He now earns $7000 a year, but any reasonable arrangement will suit him at the start.

If you can't use this man now, will you kindly "make a note" and then send this to someone who might be interested?

HARRY SIMMONS · 17 N. State Street · Chicago, Ill.



Untiring effort and broad vision are essentials in advertising art

PUBLICITY ART SERVICE

112 EAST 19TH STREET, NEW YORK

Dominant for 16 years in Florida's Agricultural Field

the Florida GROWER

A state paper of unusual merit. Reaching well-to-do fruit growers and prosperous truck farmers.

Representation

Wallace C. Richardson, Inc.
New York

John D. Ross
Chicago

George M. Kohn
Atlanta

THE FLORIDA GROWER
Tampa, Florida

BINDERS FOR PRINTERS' INK

$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

Printers' Ink Publishing Co.
185 Madison Ave. New York

stoker would do better, and he moved his guarantee of efficiency upward in proportion to the sales resistance encountered.

The result was that the stoker business for years was one of disrepute. Many installations were made that never should have been made, by salesmen who knew nothing about the business from the scientific standpoint. When the Combustion Engineering Corporation entered the field our viewpoint was entirely different. We did not view a stoker as a foundry product. We had associated with us scientific men who had years of experience and who knew that a stoker was an engineering product and that the foundry was merely the instrument in shaping into cast iron the results of scientific research, so that the first thing we did in our advertising was to avoid the claims that every other stoker manufacturer had been making as to percentages in saving. Our problem was to educate the public that here was a machine that was based on engineering principles.

One of the strongest pieces of copy that we published in the earlier days was a full page, the crux of which was that any engineer in our organization who wrote a guarantee as to performance, even one-half of 1 per cent higher than the facts justified, automatically wrote his resignation. That piece of copy caused a great deal of comment and we received congratulations on our stand from various engineers not only on this side of the water, but also on the other side.

Gradually, we built into our copy the thought of stability. As we added other lines and other companies to our group, we have always insisted upon that kind of grounding for all of our advertising. We were able to tell the truth in our advertising message, as it had never been told before. We were able to say that no one type of stoker would work in all sections of the country. This was a new thought. We were able to sell pulverized fuel equipment and stokers, always looked upon as competitive. Only engineers who had had the most intimate expe-

ZENITH
"Long Distance" RADIO

24 PAGE COLORED INSERT

The largest and finest single advertisement devoted to radio ever published in any trade paper appeared in the October 15th issue of

The Talking Machine World

"The Big Book with the Orange Cover"

The Advertiser:

Zenith Radio Corp., Chicago and 19 Zenith Jobbers.

The Publication:

Copy of Insert or complete issue—on request.



Standard Authority of the Talking Machine Industry

Advertisement created and sponsored by EUGENE F. McDONALD, Jr., President, and H. H. ROEMER, Sales Promotion Director of the Zenith Radio Corporation.

Drawings, lay-outs and copy by W. L. Chesman, New York Office of H. W. Kastor & Sons Co.

EDWARD LYMAN BILL, INC., *Publisher*
383 Madison Avenue, New York, N. Y.

Buyers of Quality Radio Merchandise

Read

RADIO AGE

The Magazine of the Hour

The Recognized Authority on Radio Technique

For nearly three years lovers of radio entertainment, whether buyers or builders of sets, have recognized in RADIO AGE an excellence of technical information and technical draughtsmanship that has established "The Magazine of the Hour" as an institution in thousands of homes. This reader-confidence is always accompanied by an actual interest in RADIO AGE'S editorial and advertising contents. Readers who read our articles in the Spring of '22 are still reading them and writing us their approval.

Real Blueprints Every Issue

RADIO AGE is the only radio magazine containing actual blueprints in every issue. Gardner Olive, of 627 E. 6th St., Oklahoma City, wrote: I always did think that RADIO AGE was beyond all doubt the snappiest, most up-to-date and most constructive magazine printed; and with the addition of your blueprint section—well, why go on? Here's a money order for a year's subscription and a copy of your Annual. Wise manufacturers are cashing in on this ever-increasing reader interest. Are you?

Member Audit Bureau of Circulations

RADIO AGE, Inc.

Eastern Representative
DAVIDSON AND HEVEY
17 W. Forty-second st.
New York City

ADVERTISING DIRECTOR
Harry A. Ackerburg
Radio Age, Inc.
500 N. Dearborn st.
Chicago, Ill.

Western Representative
BENJAMIN LEVEN
582 Market st.
San Francisco, Cal.

riences knew that the characteristics of the coals burned in Chicago were so entirely different from the coals burned in New York and on the Eastern seaboard that it was rarely, if ever, that the same type of apparatus could be adapted successfully to burn them both.

There again was a point where we succeeded in educating. And this education of the right stoker under various given conditions has been one of the factors that has helped us to build millions in sales.

The furnace in the power plant is the basis of everything that is done in the power plant. The boiler is a secondary unit. So it was up to us to educate the engineering public to appreciate that the furnace, the automatic stoker, the pulverized fuel equipment, was the determining factor in the production of power. Boilers could be over-rated 200, 300, 400 and in some cases even 600 per cent and over. These ratings were not heard of a decade ago, but today we do not think there is a large power plant designed anywhere but what the engineers on the job think first of the furnace and appreciate that the furnace itself is the factor.

CHANGING BASIS OF GUARANTEE

This again creates another problem for publicity. We have accomplished and are accomplishing in a broader way every day the education of the engineering public to the fact that the furnace is the important factor in the power plant and guarantees should no longer be based on the ability of the boiler. But we are discovering a great many things as we go on in this research. We find that instead of making a furnace of bricks we can make it of boiler tubes and instead of radiating heat through bricks and burning up the bricks we can absorb that formerly wasted heat in the water and circulate it in the boiler, thus making any boiler two or three times as valuable as the older type.

Here is a new problem for publicity. The idea need not, and should not be expressed in highly technical language. It should be visualized with the results that are being accomplished.

These are only two instances of the function of publicity in the Combustion Engineering Corporation. I need not dwell here upon the fact that the Combustion Engineering Corporation through its publicity has created a tremendous interest in pulverized fuel, and perhaps some of you will recall that we were running large space on the subject of burning coal in pulverized form for many months, before any of the great power plants adopted that system.

It is significant for me to say in this connection, however, that last year there was published a tabulation of thirty of the largest power plants in the country that had just contracted for pulverized coal and twenty-seven out of these thirty plants were installing Lopulco Pulverized Fuel Systems, and in one case at least a large public utility corporation stated in its advertising of a security offering that our equipment was saving $300,000 per annum in fuel bills. This represents 6 per cent on $5,000,000 of bonds. There alone are sales which are representative of millions of dollars that can be traceable at least in part to the influence of publicity, without citing another case. No sales engineer, no sales organization, no matter how clever, no matter how well equipped, could go out and sell an entirely new and revolutionary idea so far as power plants were concerned, much less an idea that had been tried before by other companies and not been found successful, without the tremendous asset back of them of a well defined, carefully planned out, smashing publicity campaign.

But we have only just begun to scratch the surface. New plans for advertising, new developments in the field that we have been testing on two continents, will shortly be ready to announce and advertising will again in a larger way plough the field.

J. Archie Willis has resigned as advertising manager of the Greenville, S. C., *News*. He had been with the *News* in this capacity for the last three years.

Start in— A YEAR OLD!

Somewhere there is a seasoned advertising man who wants to head his own agency in New York—but who dreads the trials, the limitations, the sacrifices of going through the first year on moderate capital.

There is an opportunity for that man to *Start in*—A YEAR OLD!

This advertisement is placed by a young man, who, in slightly less than a year, has built his agency from absolutely nothing into an established, smooth-running, profitable business.

He will accomplish far more the second year than the first. But, nevertheless, he feels, that the business can be made more sound, more evenly balanced, *and more profitable,* with an associate.

This associate should be a man, thoroughly versed in every phase of advertising agency work, and with the best part of his life still ahead of him. He need not bring any definite accounts with him. The investment required will be very moderate. But he *must* be willing to assume his share of the load, and be capable of accomplishing outstanding advertising jobs!

If this man will write frankly to the address below, his communication will, of course, be treated in strict confidence—and a definite reply will be forthcoming without delay. Box A-158, Printers' Ink.

Banks Need Better Packages

THIS is not the time for banks to trim their advertising appropriations. No slackening is to be noticed in the crafty campaigns of blue-sky promoters and others who are busy coralling the dollars which should be deposited in savings institutions. The responsibility and urgent necessity which rests upon the banks of the country in combatting these schemers calls for increased efforts rather than a let-down.

In substance, this is the message which Gaylord S. Morse, president of the Financial Advertisers' Association, delivered to the members gathered at the association's annual convention held at Richmond, Va., on October 14, 15 and 16. "The dangers which come through ignorance and inexperience are plain enough to us," Mr. Morse said. "We should make them equally apparent to our patrons. We want a clear and sympathetic understanding of banks and investment houses among the masses. We want their support, not their suspicion."

Mr. Gaylord then called attention to the fact that, under the stress of so-called economy, many banks are curtailing their publicity. While this is being done, he said, the mass of people continue to be hoodwinked.

"Let us look upon financial advertising in its true light. Let us know it as the means through which the public is warned of danger and guided toward safety; through which it is both informed and advised; through which it proceeds, in better understanding toward lasting benefit. And, having reached that just appreciation of advertising, let us use it as it deserves to be used, controlled by conscience as well as intelligence and for the public welfare."

Another speaker was C. H. Handerson, publicity manager of The Union Trust Company, Cleveland, whose subject was "Observations on Savings Advertising." Mr. Handerson said in effect that

There is no veil of mystery To lift in Export Advertising

MERCHANDISING and advertising in foreign countries is different in degree rather than in kind.

WE have been serving clients exporting to nearly all the countries of the world for the past twenty years. Many of these clients whose initial appropriations were placed with us years ago have built up large and profitable businesses in the markets of the world—and they are still with us.

THERE are potential markets for American manufacturers in

Latin and South America.
England and Continental Europe.
Japan, China and the Far East.
Australia, New Zealand and Tasmania.
India, Burma and the Straits Settlements.
Union of South Africa and the provinces.
And the possessions of the United States.

IF you are already exporting perhaps we can assist in increasing your sales volume.

IF you are considering entering these rich markets we can help you as we have helped others.

LET us discuss world markets with you or your domestic advertising agency.

Foreign Advertising and Service Bureau, Inc.

Maurice Pereles, Managing Director

175 Fifth Avenue New York

thrift is no longer a potent appeal.

He also emphasized the necessity of better merchandising methods in selling banking service, drawing illustrations from manufactured products. Referring to the merchandising campaign on Van Ess, Mr. Handerson said: "Van Ess was clever enough to realize that one had not only to make people buy the tonic, but to enjoy using it. He endeavored to make it easy to use properly, and succeeded in keeping the enthusiasm of the original purchase up to par, thereby giving his tonic a chance to prove its native efficiency.

"But we do the reverse with our passbooks. We enthuse the purchaser and then give him such an unattractive package, such a discouraging package, that it is little wonder that many fall by the wayside and discontinue the use of our 'tonic.' One form of merchandising which savings badly needs is the form proved so efficient by Van Ess, Colgate and by scores of other manufacturers, the form of merchandising represented by an attractive or utilitarian package."

Outdoor advertising of banks was discussed by R. E. Hotze, Jr., Planters National Bank, Richmond. P. C. Rehrauer, advertising manager, Union National Bank, Houston, told how his bank is making profitable use of a house-to-house canvassing plan.

E. H. Kittredge, of Hornblower & Weeks, Boston, was elected president of the association for the ensuing year. Other officers elected are: Carrol Ragan, United States Mortgage & Trust Company, New York, first vice-president; H. G. Hedapp, Wells-Dickey Co., Minneapolis, second vice-president; R. E. Hotze, Jr., third vice-president; and Carl A. Gode, Illinois Merchants Trust Co, Chicago, treasurer. Guy W. Cooke, First National Bank, Chicago, was elected to represent the association as a member of the National Advertising Commission of the A. A. C. of W.

NEW LINES

A manufacturing concern in the East, the largest in its lines in the world with over sixty-five years of successful manufacturing and sales experience, finds it can take over or manufacture one or more additional lines.

Address "C," Box 160, care of Printers' Ink

Office space to rent

YOUR employes will be happier and work better in offices that are flooded with sunshine. In congested New York, light and air are difficult to buy at any price.

We offer a suite of offices:

—half way between the Pennsylvania and Grand Central stations,

—within one block of the Waldorf-Astoria and Vanderbilt hotels,

—within two blocks of the N. Y. Advertising Club,

—within two blocks of the New Jersey tube,

—within two blocks of the "L" station,

—on a northeast corner (the choicest office space is bound to be either a northeast or northwest corner, giving southern exposure),

—on the 15th floor, high enough up in the world to insure adequate light, air and quiet,

—at a lower price than is being asked for much less desirable space.

Details on page 171.

Tie up your Dealers
to your Advertising Campaigns

NO matter whether you manufacture automobiles, shaving cream, tooth brushes or radio sets, your problem is to get your dealer to use the sales ammunition which you give him. His problem is to select material which will be most effective in selling his goods. His display space is limited—he cannot use a display or poster that is too big or too gaudy—he must sell all his merchandise.

JUMBO ADS LETTERS BROADSIDES

Offer to advertisers an opportunity to give dealers —a window poster or wall hanger that he will use.

They are attractive and effective because they are reproductions of your national advertising in magazines or broadsides.

At Much Less Cost than Ordinary Posters

For samples and detailed information write us.

ROBERT TELLER, SONS & DORNER

Photo-Offset-Reproductions

311 West 43rd Street Longacre 9300

NEW YORK

Photo-Lithographing-Offset Process-Printing

NO CUTS OR ELECTROS NECESSARY

The Mistakes of Sunny Jim

(Continued from page 6)

pessimism as an alternative for not eating certain brands of breakfast foods and exaggerated out of all proportion the good that might result from their use—the other indicated the optimistic viewpoint of good health and intimated that a proper choice of foods has a decided influence on health."

Mr. Werner displayed some of the old-style "Force" advertising. Here is the first "Sunny Jim" jingle used:

Jim Dumps was a most unfriendly man,
Who lived his life on a hermit plan.
He'd never stop for a friendly smile,
But trudged along in his moody style,
Till Force Food once was served to him,
Since then they call him "Sunny Jim."

The illustrations are of a semi-comic nature and have something of the cartoonist's treatment. In the original advertisement "Jim Dumps," a grouchy, pessimistic, old-fashioned person like a character out of Dickens stands on one side of the picture and "Sunny Jim," the same character in a lively, smiling, optimistic mood on the other. They are separated by the jingle.

The other advertisements of the original series follow the same general idea. "Jim Dumps" is shown in various situations, a grouchy loser at poker, harassed by bill collectors, heckled by his wife (evidently he had ventured forth from his hermit's solitude), doing a dizzy marathon with a squawling baby on his arm, ill with his feet in a steaming mustard bath, angered at the exorbitant price of coal, and so on and always, on the other side is the picture of "Sunny Jim," rendered happy and apparently relieved of the annoyances of life through having added "Force" to his daily diet.

A statement in some of the advertisements bears out what Mr. Werner says about the success of the original advertising. It also is an indication of some of the early merchandising difficulties of

Reveille!

DO WE HEAR AN ANSWER?

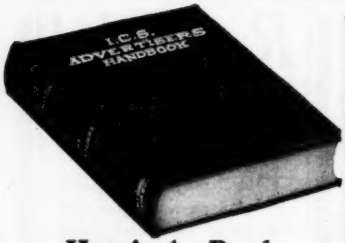
THIS may be the break of a new day for that pet piece of merchandise you are not fully equipped to handle. If it has merit, it can get away to a real start under the conditions here described.

WE are the manufacturer of a staple product of years' standing. We want a new product to add to our line,—a product for the wholesale grocery, general store, or drug trade,—an article that can be protected by trade-mark or patent. We prefer a product for which some demand already exists.

IT may be a product you can yourself manufacture but which you have held back because of its interference with your present sales program—or you may want to discuss both manufacturing and sales arrangements. In either case, your correspondence will be carefully considered.

BECAUSE of the competitive nature of our present field, we must withhold our identity for the time being. You can write us with the strict confidence we request for ourselves.

Address "D," Box 161, c/o Printers' Ink



Here's A Book You Ought To Read

A WONDERFUL buy for every man in the advertising business. Written by practical advertising experts. 413 pages. 148 illustrations. Price only $1. Used by leading agencies and prominent advertising men everywhere. *Contents:*

$1

How to Write Advertisements; Type and Layouts; Proof-reading; How to Order Engravings, Electrotypes, and Stereotypes; Embossing; Lithographing; Color Engraving; Mail-order Advertising; Circulars, Catalogs, Booklets, House Organs; Trade-mark Law, etc.

Just fill out the coupon below—slip it into an envelope with a dollar for each book and mail. This 413-page Advertiser's Handbook and any others you may want will come speeding to you by return mail.

International Correspondence Schools
Box 7153-E, Scranton, Penna.

I enclose $, for which send me the Handbooks marked X, at $1.00 each. (Please check the book or books you want.)

- ☐ ADVERTISER'S HANDBOOK
- ☐ SALESMAN'S HANDBOOK
- ☐ AUTOMOBILE HANDBOOK
- ☐ RADIO HANDBOOK

Name.....

Address.....



Free Book Xmas Cuts

In one and two colors, ready for use in ads, folders, etc. Send for free book today, or—better yet—send $1.00 for book of over 1,000 advertising cuts for every occasion.

ARKIN SERVICE
422 S. Wabash Ave., Chicago, Ill.

CROSS-WORD PUZZLES
Are All the Rage

I have been a puzzle artist for over 20 years. I will prepare a special cross-word puzzle for your HOUSE-ORGAN, bringing in the merchandise, etc., you manufacture.

Send House-Organ and Ask for Details of
WALTER WELLMAN
Montvale, N. J.

the company in the old days.

"Force, the ready-to-serve cereal, made such a hit that we had to stop advertising to keep down the orders. Now another mill is in operation and no grocer has any excuse for not having it in stock."

That the company then had not got entirely away from the old testimonial form of advertising is shown by paragraphs at the bottom of some of the copy. For instance:

MUST HAVE IT

I am arranging to spend a few weeks at Cape Cod, and want to know if I can buy "Force" there. I must have it, as it has been of great benefit, not only to myself, but also to my daughter-in-law and her little ones.
Name furnished on application.

Space used in newspapers by the "Force" advertising of those days was not large compared with present-day practice. Most of the advertisements ran three and four columns by about ten inches.

"Regardless of what anyone may think of 'Sunny Jim' as an advertising character," Mr. Werner continued, "he took the country by storm at that time. He seemed to have human qualities that made the public love him—perhaps back of this character were those things that create so great an interest in the comic-strips used by so many newspapers today.

"Many public personages of that day acquired the nickname, 'Sunny Jim' and such an appellation followed the mayor of one large city all his life. The cartoonists of the first decade of this century made liberal use of our trade character. He made his appearance in vaudeville and on the legitimate stage. Popular songs were written about him. Other companies pilfered the idea and 'Sunny Jim' did duty in selling garters, foot warmers, and many other articles of merchandise.

"A 'Force' society was organized and numbered its members by the thousands, both here and abroad. A host of people wrote original 'Sunny Jim' jingles and mailed them in. Others sent in drawings



Guenther-Law Building

Day *and Night*

Advertising Agency Service

Proofs submitted on short notice from our own modern and completely equipped composing room.

Matrices and Plates, with a guarantee of perfect reproduction, supplied quickly from foundry in our own building.

Copy telegraphed for immediate insertion with expert type instructions through branch office of Postal Telegraph Company directly from our building to all parts of the United States.

Complete Copy and Art Service covering every phase of advertising available for your use if required.

Advertisers desiring this service should telephone ***Rector 8030*** *before five o'clock and ask for one of our officers.*

Rudolph Guenther—Russell Law
Incorporated
Advertising Agency
131 Cedar Street **New York**

Will You Get Your Share of Holiday Business in New England?

Retailers throughout New England are getting ready for a tremendous buying season. Conditions indicate that this fall and winter will be very profitable for retailers. Special preparations are being made for the holiday trade, which is expected to be unusually good.

In its monthly report on New England business conditions, The Federal Reserve Bank of Boston points out that inventories have been kept rather low throughout the summer and that retailers are now in the market for merchandise of all kinds.

Your advertising in New England newspapers at this time will serve a twofold purpose. First, it will give retailers added confidence in ordering your merchandise; secondly, it will sell the consumer on buying it. Both consumers and distributors in New England are most receptive to advertising.

Special holiday copy in which the names of local retail distributors are featured will go a long way in helping you get your share of New England holiday business. Also in securing the cooperation of the retailer in handling and displaying your merchandise and sales aids.

The fifteen Home Daily Newspapers listed following will give you complete coverage in the New England market (with the exception of Metropolitan Boston).

PAWTUCKET, R. I., TIMES
Net Paid Circulation 25,711 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST TELEGRAM
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 42,171 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 11,341 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS
Daily Circulation 27,792
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE
Daily Circulation 22,393 P. O.—2c copy
Population 71,000, with suburbs 100,000

MERIDEN, CONN., RECORD
Net Paid Cir. 7,348 A. B. C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 12,693 A. B. C.
Member A. B. C.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation 11,410 P. O.
Member A. B. C.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM
Daily Circulation 16,627 A.B.C.—3c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD MERCURY
Daily Circulation 32,425 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 21,154 P. O.
Member A. B. C.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 64,783 A.B.C.—2c copy
Population 129,563, with suburbs 425,000

WORCESTER, MASS. TELEGRAM GAZETTE
Daily Circulation 86,049 A. B. C.
Population 193,666, with suburbs 350,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

they had made of him. The files contain many envelopes bearing no other address than a picture of 'Sunny Jim,' either drawn or clipped from the advertising, which apparently reached the company without difficulty, some of them coming from far-away countries. The vogue of the character was international.

"For some time after the 'Sunny Jim' advertising was discontinued, sales of 'Force' in the United States continued close to the peak, carrying along on the momentum previously acquired. Various things happened thereafter which affected the situation, but back of them all were commercial reasons. A stringent policy of retrenchment resulted in the discontinuance of selling activities in certain territories where a large business had been built up, for one thing.

"But the sales and advertising of 'Sunny Jim' were continued in foreign countries with the result that when the present management came in about five years ago we found the export sales still of considerable volume and profitable. Under the stimulus of increased co-operation with our foreign agents which has enabled them to increase the scope of their advertising and merchandising efforts we have been able to add greatly to our export sales in the last few years. Likewise, we have made considerable improvement in the product and in the whole method of selling it.

"Today the manufacturing of 'Force Toasted Wheat Flakes' both for consumption in sections of the United States and abroad engages the entire attention of our Canadian plant and has become a considerable factor in our Buffalo plant. And, as I have said, 'Sunny Jim' is still appearing on the package, in our advertising and doing creditable work for us. We do not consider that as an advertising character he has ever been a failure, but we do realize that the advertising character can be only a single factor among many in the successful merchandising of a product."

Circulation Concentrated Where You Want It!

Portland, Maine, and its immediate trading zone (within approximately 25 miles) forms the most populous and prosperous merchandising area in Maine, wholesale and retail, and one of the best markets of its size in the United States.

IN THIS ZONE

The Evening Express

has, by far, the

Largest Circulation

of any daily paper

Its Portland circulation is equal to 15 out of every 16 homes.

"A Truly Remarkable Coverage"

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

LITHOGRAPHED LETTERHEADS

Lots of 12,500 $1.75 per Thousand

Lots of 25,000 $1.25 per Thousand

COMPLETE

THIS exceptionally low price applies to lithographed letterheads in black ink only on White Paramount Bond, 20 lb. basis. High-class work guaranteed. We will be pleased to furnish samples of our work and paper on request. If you have no engraving we will furnish one at actual cost. This charge is made on your first order only. Send for booklet of engravings and prices.

A deposit of 50% is required from concerns not having a first class rating.

GEO. MORRISON CO.
430 East 53rd Street, New York City
TELEPHONES PLAza 1874-1875
Established 1898 Incorporated 1905

References—Bradstreet's, Chatham & Phenix National Bank, 57th Street Branch, N. Y.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, $1.50 for six months. Ten cents a copy. Foreign Postage, $2.00 per year; Canadian, $1.00.

Advertising rates: Page, $120; half page, $60; quarter page, $30; one inch, minimum $9.10; Classified 65 cents a line, Minimum order $3.25.

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Washington: James True
London: Thomas Russell

NEW YORK, OCTOBER 23, 1924

When the Profits Must Be Watched

Certain manufacturers with whom we have talked during the last month admit they are concerned over the apparent idea of some dealers and many consumers that prices, taken as a whole, are a great deal higher than they have any right to be. Upon this they place most of the blame for the conservatism with which some dealers have been going about their fall buying—a conservatism that does not seem to be justified now that solid prosperity apparently is on the way again. Shall they reduce their prices, therefore, and run the risk of future complications or shall they fight the thing through on the present basis?

It seems appropriate here to speak a word of caution to all producers and sellers of merchandise who see in current prices an impediment to selling. Without a doubt when prices are artificially high, as some of them doubtless are, they should be reduced. But the reduction should be made as a straight business proposition and not because of any panicky feeling. It is well and proper to fight if need be to keep prices down. It also is well for the manufacturer to give his business a periodical overhauling to be sure his product is being sold at as low a figure as possible, having in mind his need for realizing a decent profit.

But, through it all, this profit matter should be watched. A legitimate profit must be made or else why should a man stay in business? If the maker of the goods does not watch his profit he can rest assured that no one else is going to do it for him. His financial salvation is strictly a matter of his own personal concern.

It doubtless would be news to certain radicals and agitators if they were to be told that the prices of merchandise, taken as a whole, are more than fair and that in any number of cases the cost of production and distribution is such that selling figures are actually too low. This is true, nevertheless. Agitation against selling prices must be viewed sanely. Profits must be watched. This is something that every manufacturer should carefully consider for himself and also pass along to the jobbers and retailers who handle his goods. If a price is too high, those responsible for it know it. In that case it should be reduced. If it is right, it should be maintained. And, we make bold to add, if it is too low it should be advanced.

Meanwhile it is encouraging at this juncture to ponder over the power of good advertising to reduce selling prices through increasing volume. A recent number of PRINTERS' INK MONTHLY told how Powel Crosley, a Cincinnati radio manufacturer, priced his goods at a figure below pro-

duction cost, depending upon his advertising to produce enough sales to turn the loss into a profit. This was done. Crosley's output today is of a size that yields him a satisfactory profit. If it were smaller he would have to increase his selling price or go broke.

The Ability to Move Quickly

Truly Warner operates more than thirty hat stores in New York, Chicago, St. Louis and ten other large cities. In addition, Mr. Warner owns two hat factories. Consequently, as both a retailer and manufacturer his methods are of peculiar interest.

Perhaps there is no single feature of Truly Warner's operating procedure that stands out with greater prominence than his ability to move quickly. Nothing lags in his business. Decisions are made promptly and they are carried out speedily. This twentieth century speed applies to advertising policies as well as to every other feature of the Truly Warner business.

A recent issue of PRINTERS' INK related how the concern made an overnight shift to meet a new buying habit. The weather had literally knocked this business into a cocked hat. The traditional rush of September 15 failed to materialize. Wires were sent to the various branches, the situation accurately sized up and the proper remedy applied all within an incredibly short space of time.

Henry Ford is another who allows no grass to grow under his feet. When price changes or new models or similar policies must be decided, Ford is never slow with the required decision. He usually announces his new policy while others are still investigating.

There are not very many other organizations which display this same dazzling speed. In fact, it is becoming quite the rule to move slowly. Yet, there is frequently a need for haste in business. Certain it is that timely advertising is not employed with nearly the frequency it should be, merely because most concerns are so constituted that by the time they are ready to act the emergency or opportunity is completely over.

Time and again advertising has proved its ability to jump in at critical moments and assist in easing over a touchy situation. When a concern is organized in such a manner, however, that it can move with no greater celerity than Congress usually displays, advertising is not used at all or is asked to save something which is past all hope of salvation. Because of the promptness with which he acts, Truly Warner usually gains a big march on most of the hat industry. There are other companies we can think of who would be at the head of their field, instead of merely keeping step with the industry, if they would display similar speed and use advertising as liberally as Warner does to make their decisions effective.

Quality Standards Becoming Universal

We have often wondered why it is that many department stores go to so much trouble and expense in analyzing and in dissecting goods they are thinking of buying. All this expense and annoyance could be avoided if the stores would buy branded merchandise of standard quality.

So many stores have the absurd notion that the responsibility which they owe their customers obliges them to carry their own private label goods in so far as that is possible. We know the head of one large department store who employs inspectors who are answerable only to him, whose duty it is to keep going through the store constantly to see if there is any merchandise being shown which contains the label of a manufacturer. Where such goods are found the buyer of that department must be able to show that he received permission from the president of the store to put in that line. Obviously the president gives permission for the stocking of labeled goods only occasionally.

Since these buyers cannot buy labeled goods, they are forced to spend the store's money in finding unlabeled goods that come up to

the store's standards. But despite the caution that he may exercise, no retailer, no matter how elaborate his testing devices, is able to make sure that all the goods he buys come up to the standards he has specified.

The scheme of these stores breaks down right here. If the buyers are able to get manufacturers of well-known brands to give them this same merchandise under the store's brand, all is well. But getting manufacturers to make this concession is becoming increasingly difficult.

It has always been one of the provinces of the retailer to know his goods so well that he could stand back of them. This is still the province of the retailer, but he no longer has to be an expert in every line he handles. He can accept the manufacturer's trademark as sufficient evidence that the quality of the merchandise being purchased is at least of standard quality.

For years trade-marked merchandise has been standardized, but the goods of an industry, taking them as a whole, may not have been standardized. The manufacturers in most industries did not co-operate to the extent of establishing a code of standards for the industry. Every manufacturer had his own standards and unless he was trademarking his product the chances are his standards were pretty variable. The war changed all this, however. War exigencies forced industries to get together and once they learned to co-operate they found they could do all sorts of things beneficial to the industry which they could not do as individuals.

One of these things has been the adoption of a standard code of quality, of practices, etc. The adoption of these codes has been vigorously encouraged by Secretary of Commerce Hoover. A recent bulletin of the Chamber of Commerce of the United States outlines the progress that has been made in getting industries to adopt quality codes. A list of thirty-two trade associations is given in the bulletin that have already adopted such standards. Now that quality standards have been almost universally adopted among reputable manufacturers, there is less excuse than ever for department stores to continue their nonsense about having to select "own brand" goods that come up to the store's standards.

Come to Work with Something to Sell

One of the bootblacks on the floor of the Board of Trade in Chicago seems to be something of an economist. Bill has been on the floor so long that he is regarded as a real part of the institution and he has absorbed some selling sense from his years in the grain pits. One of his favorite sayings (it almost amounts to his business philosophy) is "Never go home short. You might want to sell something when you come down in the morning. A man ought to bring something to sell to his place of business. I was never short of shines in my life."

How many salesmen are there who bring nothing with them to sell when they come down to work in the morning? A little thought, a few minutes of planning after hours for the next day's activities will send a man down to the office with ideas which customers will buy when they won't listen to merchandise talk. The world rarely has to look far for merchandise, whereas ideas are always eagerly sought after. That salesman who goes short on ideas bucks up against a tough fight.

And Bill's advice about coming to work ready to sell something rings true. Every sales manager knows the man who comes to the office ready to do anything but sell. He sidles up to his desk as if it were a place where unlimited parking was allowed. The morning is spent in getting rid of detail, in getting rid of routine matters which could be better handled at some time when prospects cannot be seen. "Come to work with something to sell and ready to sell it," is sound whether it comes from behind a mahogany desk or from someone who is shining shoes.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPERLATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.
Johns-Manville Incorporated
Western Electric Co.
American Chicle Company
The T. A. Snider Preserve Co.

"NOT HOW MUCH, BUT HOW WELL"



Royal Baking Powder Co., individuals who are readers of Printers' Ink and Printers' Ink Monthly:

Name	Title	Weekly	Monthly
Wm. Ziegler, Jr.	*President*	Yes	Yes
A. H. Porter	*Vice-President*	"	"
F. G. Pohndorff	*Vice-President*	"	"
F. D. Bristley	*Vice-President*	"	"
A. C. Monagle	*Sales Manager*	"	"
F. C. Hitch	*Advertising Manager*	"	"
M. J. Monaghan	*Ass't. Adv. Mgr.*	"	"

Information furnished by Royal Baking Powder Company

For Rent

Exceptionally Desirable Office Suite

"Flooded with Sunshine"

THE publishers of Printers' Ink, being compelled by the growth of the business to take an additional floor of their present building, are in position to sublet a portion of the new space in the

Cameron Building
North-east corner 34th Street and Madison Avenue

A suite of 5 splendidly lighted offices, and large reception hall on 15th floor, 6 windows facing south and 6 windows facing west.

General office (34th Street frontage) (Susceptible of varying sub-divisions)	724 sq. ft.
President's office (4 windows)	209 " "
Office No. 3 (Madison Ave. frontage)	132 " "
" " 4 " " "	153 " "
" " 5 " " "	259 " "
Reception Hall (finished in marble)	300 " "
Total,	1777 sq. ft.

Price, $5,400 per annum
on three or six year lease

Immediate Possession

For inspection, inquire of J. S. Heilman, Printers' Ink (14th floor) 185 Madison Avenue, New York.

The Little Schoolmaster's Classroom

THE Reverend Kerrison Juniper, pastor of the First Congregational Church of St. Petersburg, Florida, recently delivered a speech on church advertising in which he explained his ideas on the promotion of religion in detail. The Schoolmaster has had the privilege of reading this speech and was impressed with the recital of the many things that advertising has accomplished for this St. Petersburg church.

One remarkable incident stands out. It seems that a tourist who was dying in St. Petersburg sent for Dr. Juniper. The dying man said that while he was not a church goer he had been reading the advertisements of the Congregational Church and was interested in them, though he had never attended the service. Thus, these advertisements proved to be the means of bringing religious comfort to this man at a time when he needed it most.

* * *

But the thing about this Florida church campaign that will win the interest of the Class is that it is written by William C. Freeman, known everywhere as "Pop" Freeman. Dr. Juniper stated in his address that "Pop" attends nearly all services and in that way gets first-hand impressions which he translates into copy. "For example, one Sunday he sits by the side of an elderly man and wife," said Dr. Juniper, "watches the delight with which they join in the singing of the hymns, overhears some of their conversation, as they walk out of the church, and the following church advertisement contains, by way of introduction, a pen picture of the couple, as illustrating the beauty of comradeship in worship.

"On another occasion, he starts his weekly advertisement with a question—'How did you like the services last Sunday? Wasn't the singing fine?' Or, if the children's address at the morning service appeals to him, he reproduces it in his own style in the paper, Monday, and it is passed on to the man in the street.

"A cheery word always greets you, as your eye catches the Congregational Church advertisement. Directly under 'Congregational Church' you always read our other name: 'Hall of Happiness and Glad Tidings.' If the weather is warm, you will be told that the place will be well ventilated; if cold, that the fires will be kept burning. Sometimes it is a verse of a well-known hymn that greets you, recalling bygone days. Or again, if the collection plates contain too many pennies and nickels, you are reminded how much it costs each time you go to the movies, and urged to make less noise the following Sunday by dropping a dollar bill on the plate instead of a dime, in order to add quiet dignity to the service.

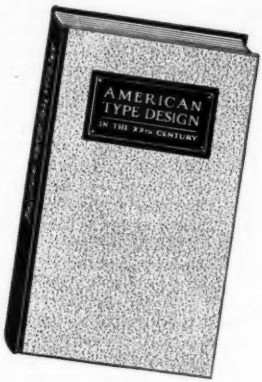
"When the congregation does well, they are thanked and congratulated. When things begin to drag, they are encouraged to maintain their reputation for hospitality and large-heartedness. In fact, our advertising man has become part of our institution because his heart and soul are in our work—which is his work. Such a man is invaluable to any church and pastor."

* * *

Well-known advertising slogans are often born as much through inspiration as design and their success is frequently due to the fact that when first conceived they were adopted and held to.

One of the best-known and most successful slogans is the "57 Varieties" of the H. J. Heinz Company. The story of how it came into being is thus told in Henry J. Heinz's biography:

"In all the company's advertising, the phrase '57 Varieties' is so familiar to all America that it has become the universally recognized



Just sign your name and this useful book comes without a bill

American Type Design

By Douglas C. McMurtrie

A REAL working tool for the man who wants type harmony and type appropriateness in his advertising message. Not a "words to the square inch" book, but a bigger, broader work illustrating 100 specimens of modern, practical types and telling you how, when and why they are useful. Tells about foundry, monotype and linotype faces, with examples and reasons for or against them.

Authoritative? Of course, backed by Mr. McMurtrie's reputation as one of America's most successful typographers and type critics. A practical guide to type use, written by a practical man, perhaps the most consequential of the author's widely quoted books on typography.

Introduction by Frederic W. Goudy, setting forth the principles of good type design.

Send no money. Just sign your name to a request on your letterhead. Say "Send your Type Design book," and it will be mailed immediately without a bill, on the understanding that you will inspect it, judge it and after 10 days send me your check for $1.75 in full payment, or return the book. *You won't want to return the book!*

Robert O. Ballou, *Publisher*

6146 Ellis Avenue Chicago, Illinois

Copy Man Wanted —Radio

The substantial growth of our business to a dominating position in the radio field requires the addition to our forces of a young man whose experience qualifies him to follow up consistently our customer and prospect lists of radio dealers and jobbers. Some technical knowledge of radio quite necessary. Experience in radio or electrical merchandising desirable, though not perhaps essential. The man whom we select will sell us in his first letter, and when he comes with us his future should be assured.

Replies to this advertisement will be held in strict confidence. Please state age, present position and salary, and send if convenient a few examples of circulars, booklets or form letters that you have laid out and prepared.

Address "B.," Box 159, care of Printers' Ink.

SELL FOOT COMFORT



Make $100 to $150 Each Week

The greatest foot comfort shoe for men in the world. Gives great service. No house to house canvassing. Sales easily made. No petty details. Salesmen promoted to branch and district managers in short time. Territory protection. Openings now for district managers. Write us at once for full details and our sales plan.

H. S. CONE, 219 East New York St. Indianapolis, Ind.

EVERYBUDDIE'S SHOES

symbol of the Heinz products. Its origin was in 1896. Mr. Heinz, while in an elevated railroad train in New York, saw among the car-advertising cards one about shoes with the expression '21 Styles.' It set him to thinking, and as he told it: 'I said to myself, "we do not have styles of products, but we do have varieties of products." Counting up how many we had, I counted well beyond 57, but '57' kept coming back into my mind. "Seven, seven"—there are so many illustrations of the psychological influence of that figure and of its alluring significance to people of all ages and races that '58 Varieties' or '59 Varieties' did not appeal at all to me as being equally strong.

"I got off the train immediately and went down to the lithographer's, where I designed a street-car card and had it distributed throughout the United States. I myself did not realize how highly successful a slogan it was going to be.'"

* * *

Daniel Defoe, that amazing and prolific writer whose "Robinson Crusoe" remains one of the outstanding gems of English literature, is not usually considered a business writer. Yet his experience with business advertising, price cutting and overstocking, was a long one. He was a hosiery factor, a salesman, a commission merchant and a tile manufacturer in the course of his life. He was the subject of an advertisement offering a reward for his arrest while he was a political fugitive. The advertisement described him as "a middle-sized spare man, about forty years old, of a brown complexion and dark brown colored hair, but wears a wig; a hooked nose, a sharp chin, gray eyes

LETTERING *and* DECORATION
344 W. 28 NEW YORK RALPH E. DEININGER ADVERTISING DESIGNER LACKNA 4749

"GIBBONS knows CANADA"
J. J. Gibbons Limited, *Advertising Agents*
TORONTO MONTREAL WINNIPEG



The FRANKLIN Crier

FREE TO YOU!

A NEW and DIFFERENT house publication is just making its debut. The one ambition of "*The Crier*" is to serve. It is neither joke-book, clip-sheet, nor dust-dry text book. Yet it will fail of our purpose if it does not bring a gleam to your eye, a jolt to your spine, or furnish a profitable idea for tomorrow's business.

Yes, you can have "*The Crier*"—PROVIDED—that you are either a past, present or potential client, in our immediate trade territory. This includes Ohio, Pennsylvania, West Virginia, Maryland, Delaware, New Jersey, New York and the southern parts of New England.

Others desiring this magazet are expected to defray mailing costs, for which a minimum charge of One Dollar the year is required. Another condition, be specific and give your title as well as your firm. Early requests will delight us—but we'll be much happier if you inquire how best we might serve your business. Turn to your Stenographer, please.

FRANKLIN PRINTING COMPANY

Founded in 1728 by Benjamin Franklin

514-520 LUDLOW STREET, PHILADELPHIA

A. B. C. Est. 1873
American Lumberman
CHICAGO
Reaches buyers for 10,000 lumber yards and manufacturers of 85% of the lumber manufactured in U. S. A.

National Miller
Established 1895
A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.
630 W. Jackson Blvd., Chicago

THE HOTEL BULLETIN
A monthly hotel magazine with a national distribution.
Purchasing power of readers is many millions.
Best producer in the hotel field.
Agency business solicited.
BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

PETROLEUM AGE
Circulation doubled this year. Rates soon will be advanced. Yearly contracts still available at old rates. Apply at once to get the benefit of this bargain.
Vol. 14—PETROLEUM AGE—1924
Published Semi-Monthly
28 E. Jackson Blvd., Chicago
Branch: 56 W. 45th St., New York City

and a large mole near his mouth."

A writer in "Three Circles" has recently discovered in Defoe's curious book "Complete English Tradesman" some writings on the evils of price cutting which have a decidedly modern sound, considering the fact that they were written in 1726.

"Nothing is more frequent among tradesmen," said Defoe, "than to supplant and underwork one another in their business, by sinking or abating the value or price of their goods, to engross the trade to themselves.

"This underselling practice is grown to such a shameful height, that particular persons publicly advertise that they undersell the rest of the trade.

"We have had many such notices from tallow-chandlers at different ends of the town, who have proposed to sell candles ready made for a less price than they could buy good tallow for. We have had grocers advertising their underselling one another, at a rate a fair trader cannot sell for, and live.

"We have had colourmen advertise their colours ready mixed, in order to make one or two rich at the expense of a whole trade, and put gentlemen upon employing their footmen to rob the poor painter of his bread.

"We have country perukemakers, who stand at little or no charge, hiring only a room for

5000 DEALERS PAY $4 A YEAR TO READ
BUILDING SUPPLY NEWS CHICAGO A.B.C. AND A.B.P.

CANADIAN ADVERTISING

CALL IN
SMITH, DENNE & MOORE LIMITED.
TORONTO · Lumsden Bldg., MONTREAL · 275 Craig St. W

$100.00
For a Name

We have a client who wants a name for a fountain pen. Their product is the result of a new invention in pen mechanism.

This invention presses the air out of the ink sac from the rear end, allowing the sac to completely fill with ink. Other makes of lever pens deflate sac from front end and an air pocket forms in the rear end which permeates the ink, causing bubbles to form, and these bubbles prevent the ink from flowing easily.

The elimination of this air pocket almost doubles the ink capacity without increasing the size of the sac and at the same time produces a pen from which the ink flows instantly without shaking.

This new pen has a great future, as it corrects the chief faults of other makes, and naming it will be a worth while honor.

$100.00 will be awarded for a name which meets the manufacturer's approval. In case the winning name is submitted by more than one person, each shall receive the full amount of the award. There will undoubtedly be many good names submitted and fountain pens will be awarded by the committee to ten additional contestants who submit meritorious names.

Contest closes December 1, 1924.

Address "Pen Contest Committee."

FISHER-BROWN ADVERTISING AGENCY
1627 Locust St., St. Louis, Mo.

PICTORIAL LETTERS

Are you writing a letter to a hundred thousand people?
We can serve you well.
Excellent half-tones on bond paper—photographic copy of your typewritten letter and signature—type or lettering sharp and clear.

OFFSET GRAVURE
CORPORATION
351 W. 52nd St., New York

Agency Representative in New England or Eastern Belt Wanted

Contract or agency wanted for a quality Line or Product for New England or Eastern Belt distribution by two executives of highest reputation. Established at Boston, Mass., with long experience as General Sales and Advertising Managers of large Eastern Manufacturers. Have fine sales organization and wide acquaintance. Business and personal references furnished. Address J. R., P. O. Box 3276, Boston, Mass.

Howell Cuts
for house organs direct mail and other advertising
ask for proofs
Charles D. Howell • Fisk Building • New York

The Tie-up
for
NATIONAL ADVERTISERS ONLY!
Free Leaflet — Tells How
STANDARD SLIDE Corp., 209 W. 48th St. NEW YORK CITY

their goods, and paying the poorest wages to their underworkmen in the country, who advertise against their trade in London, where taxes are high, and provisions and servants' wages bear a high price.

"There are three sorts of tradesmen who undersell their goods:

"1. Young tradesmen newly set up; and they do it to get a trade, or perhaps to hurt others of the same business.

"2. Rich old tradesmen, who have overgrown stocks; and they do it to keep their trade, or perhaps to hurt others of the same business.

"3. Poor tradesmen, who are obliged to sell to raise money; and this class may be included in the 2nd head, as they are obliged to this practice, by the necessities brought upon them by the overgrown tradesman."

Death of Robert Grier Cooke

Robert Grier Cooke, one of the principal speakers at the dinner of the Sphinx Club on the evening of October 14, developed pneumonia later in the week and died on October 18. Mr. Cooke was sixty years of age. He spent most of his life in the publishing business. At one time he was on the staff of the New York *Tribune* and also of the New York *Sun*. Later he was associated with Harper & Bros., P. F. Collier & Son and D. Appleton & Co.

In 1902 he organized the publishing house of Robert Grier Cooke, Inc. In 1907, Mr. Cooke became president of the Fifth Avenue Association, which position he held to the time of his death. A few years ago he fathered an advertising campaign to arouse public sentiment against the encroachment of clothing manufacturers on Fifth Avenue, which at that time seriously threatened to destroy the character of New York's de luxe shopping street.

A. L. Kissel with Ethridge Company

August L. Kissel has joined The Ethridge Company, New York, art service, as a member of its art staff.

COLOR, PERMANENCE AND ECONOMY
PAINTED OUTDOOR ADVERTISING
We own and maintain Painted Bulletins in 137 cities and towns of Northern N.E.
The KIMBALL SYSTEM
LOWELL — MASS.

The Only "DENNE" in Canadian Advertising is the DENNE of A. J. DENNE & CO., LTD. TORONTO

Publishers Appoint Cincinnati Representative

The Gill Publications, Inc., Boston, publisher of *Shoe Repairer and Dealer*, and *Findings Dealer*, has appointed Samuel H. Jaffee, publishers' representative, Cincinnati, as advertising representative in the State of Ohio.

The National Manufacturers Company, New York, publisher of *American Industries* also has appointed Mr. Jaffee as its representative in the States of Ohio and Kentucky.

Auto Top Account for St. Louis Agency

The Koupet Auto Top Company, Belleville, Ill., maker of winter tops for automobiles, has appointed the Bergen Advertising Company, Inc., St. Louis, to direct its advertising. Magazines, trade publications, and direct-by-mail advertising will be used.

G. P. Haynes with J. Albert Cavanagh

G. P. Haynes, recently with Rusling Wood, New York, has joined J. Albert Cavanagh, advertising art, New York. Mr. Haynes was at one time art director with Calkins & Holden, Inc., advertising agency, New York.

Joins Seeley and Company

John Cody has joined Seeley and Company, Boston, outdoor advertising, as manager of its service department for Connecticut. He will be located at Hartford. Mr. Cody was recently with Lawrence & Company, Boston, dry goods.

PREMIUM SERVICE and PREMIUMS

—We save you all the overhead expense, all your investment in premiums and all the worry and bother of buying, handling and distributing.

—Our business isn't identified with either co-operative coupons or trading stamps. Our patrons retain their identity; the premiums are theirs, the catalogs or leaflets are theirs and the coupons are theirs; we are simply their premium department.

—Let us send you our booklets explaining everything in detail.

THE PREMIUM SERVICE CO., Inc.
199 Franklin Street New York



Trade Marks and Trade Names

Our Washington correspondent enables us to keep our readers posted on important trade marks and trade name decisions.

WESTERN ADVERTISING
560 Market St., San Francisco
6 months' trial subscription with Big January Annual $1

To a—
SALES MANAGER

I have had six years' selling experience. I like the work. I have found I have some capacity for selling.

I now want an opportunity to learn more than personal salesmanship. I am seeking a position with some good sales manager in a high grade line where I can get a broader business training.

Large remuneration is not as important as good training and an opportunity to grow.

Age 25 — Exceptional References. Address "E," Box 162, Printers' Ink.

Multigraph Ribbons Re-inked

Our SUR-T-FYD process costs only $6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 2 Ribbons to be Re-Inked at our expense

W. Scott Ingram, Inc.
Dept. B. 67 West Broadway, New York City

Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

FOR SALE

Multicolor Press, prints three colors for letters, almost new, fully equipped with motor, capacity 4500 per hour. J. K. Bowen, 901 Hamilton St., Allentown, Pa.

FINANCIAL Partner, with practical (or without) services, for chain of community weeklies; New York City. Unusually comprehensive plan of executive with long successful experience. Office opened. Box 738, Printers' Ink.

WANTED—TRADE PUBLICATION

Must be well-established; stand thorough investigation and carry between $10,000 and $20,000 advertising annually. Confidence of respondents will be fully respected. Address Box 754, Printers' Ink.

FOR QUICK ACTION

Owner of control in established trade-paper, now in sixty-sixth volume of continuous monthly issues, must make immediate sale on account of other business interests. Subscription and advertising averaging $20,000 yearly. Situated in the Middle West, no liabilities. Includes complete printing equipment, fixtures, paper stock, good will and accounts receivable. If interested write or wire at once to Box 739, Printers' Ink.

HELP WANTED

ADVERTISING—male or female, one who understands writing copy and layout work, with original ideas in direct-by-mail advertising. Good salary to right party. Box 733, Printers' Ink.

WANTED—A man who can sell advertising. A small but rapidly growing general advertising agency with an active direct mail department, in a city of one hundred thousand, excellent surrounding territory, only four hours from Chicago, want a representative who can create new accounts. Good opportunity. Address Chicago Office, Printers' Ink, Box 730.

Wanted
Copy and Layout Man

for Trade and Technical Advertising Department of large Electrical Manufacturer in Western Pennsylvania. Good opportunity for right man. Write, stating experience and salary expected. Box 743, Printers' Ink.

ADVERTISING space buyer and office manager, for 4A agency of medium size. State experience, references, nationality and salary expected. Address in confidence, "President," Box 732, P. I.

Wanted—Advertising solicitor, Chicago or Pittsburgh territory; must be experienced on catalogues. Box 751, Printers' Ink, Chicago Office.

Advertising staff of long-established Trade publication requires young man to solicit advertising in New York City. Good future is assured to a hustler. Salary to start, $25 per week. Give references and full information about self. Box 750, P. I.

A PLUNGE INTO PROSPERITY. That about describes your affiliation with the ALEXANDER PUBLICITY FILM sales organization. Some representatives earn $25,000 a year. Attractive proposition. Field large, receptive. 35% average profit for you. If earning less than $50 daily write for plan and book, "Salesmen, Roll Your Own." ALEXANDER FILM CO., 3360 S. Broadway, Denver, Colo.

Nationally known daily newspaper has opening for experienced advertising solicitor on special work in each of the following cities: New York, Boston, Philadelphia, Chicago, Detroit and St. Louis. In answer give age, experience, at least five references regarding character and ability, likewise enclose photograph of yourself with your application. Party who secures this position in each of these cities must have lived in such city for at least six months. Box 731, P. I.

A High Grade Salesman Wanted

To the man whose past selling record proves he is a business-getter, a famous Manufacturer offers the opportunity of joining one of America's highest-earning sales forces. Specify age, religion, education and detailed sales experience. All replies kept confidential. Personal interview arranged later. Box 729, Printers' Ink.

MISCELLANEOUS

CLEVER CARTOONS $3.00 7 x 9
Originals
for House-Organs, Direct-Mail and Other Advertising
"Tell Me Your Story"
J. D. VOULGARIS
P. O. Box 1071, St. Augustine, Fla.

POSITIONS WANTED

A REALLY GOOD STENOGRAPHER seeks opportunity for development with high-calibre agency; male, age 25, salary moderate. Call Worth 7707, or write Box 755, Printers' Ink.

ARTIST

First-class figure man and illustrator desires situation in agency. Fully experienced. Distance no object. Box 753, Printers' Ink.

Publisher who has shown excellent results on paper in city of half-million seeks new connection. Prefer property that is run-down. Small salary and working interest or bonus. Address Box 742, P. I.

SALES PROMOTION OR ADVERTISING MANAGER

Qualified to write copy for catalogs, booklets, sales letters. Manage direct-by-mail campaigns. Box 740, Printers' Ink.

Mutually profitable is what I believe I could make my connection on your sales force. At present selling to the automobile trade. Excellent reason for desiring to make a change. Box 735, P. I.

Versatile writer, woman experienced in copy, sales letters, fashion notes, house-organ, film titles; college graduate; now employed in New York agency, has time for outside work. Box 736, Printers' Ink.

SECRETARY-STENOGRAPHER

Refined Gentile, high-school graduate, competent, six years' advertising experience, desires connection. References furnished. Box 734, Printers' Ink.

ARTIST—good at quick lettering, experienced show-card writing, lettering advertisements; can make attractive layouts and drawings; capable managing; age 30, reliable—desires position. Box 744, P. I.

TRADE JOURNAL SOLICITOR

seeks another connection on trade paper. Several years' experience on merchandising papers. Highest references. Box 747, Printers' Ink.

ADVERTISING ASSISTANT

Is there a busy executive in or near Chicago who has a real opportunity for a University graduate with advertising and general business experience? Now employed. Box 737, Printers' Ink.

JUST A MINUTE, PLEASE!

A writer of distinctive and original copy with 3 years' varied experience in women's fashions, men's wear, textiles, sales letters, etc., open for position in New York. College graduate, widely traveled. Reads French and Spanish. Box 756, Printers' Ink.

Layout, Art, Mechanical Production

Seven years' agency experience, working on some of the largest national accounts—and some small ones, too. I want a job with some not-too-large agency where I can take charge of art and layout and handle or supervise the mechanical production—a job with a future. Box 745, Printers' Ink.

WE CONNECT THE WIRES

TELL US about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Keen newspaper, magazine, and trade-paper editorial and advertising success with wealth of ideas and originality open for a new connection. Write to Box 757, Printers' Ink.

LAYOUT MAN—visualizer, designer, selling ideas; well-rounded experience buying engraving, printing, selling high-class work—wants larger field for his efforts. Box 758, Printers' Ink.

NEW YORK COPY WRITER

Eight years copy chief big agencies. Now serving agencies, printers, manufacturers. Box 741, P. I.

FASHION-WRITER

Now with fashion magazine. Will handle few free-lance accounts. Specialty shops or agencies. Complete advertising experience. Box 748, Printers' Ink.

Associate Editor leading trade paper in field open for connection November 1. Experienced in reporting, editing, make-up and managing, also advertising. Twenty-three, healthy and married; want to settle down and grow in growing job. Will go anywhere. Box 752, Printers' Ink.

Direct Mail Specialist

Long experience mail-order and direct-mail copy writing. Will take one or two more New York accounts. Invaluable assistant to concern taking up direct-to-consumer selling. Very reasonable fee. Box 746, Printers' Ink.

Assistant Art Director and Producing Artist

I want to work under a big agency Art Director, with a chance to advance if I prove I am worth it. Can create and finish good work in line, wash and color. Knowledge of type and printing. Can write copy and have executive ability to direct the work of others. Age 33, married, Protestant. Highest credentials. I am getting $4200.00, but the job I want offers more if I'm worth it. Address Box 749, Printers' Ink.

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BOSTON

—*a city with a divided market*

FOR the national advertiser, Boston is a peculiar city. Here have been achieved some of the greatest advertising successes ever recorded. And here, too, have been witnessed the failures of seemingly powerful campaigns.

Yet, Boston is not a difficult market. It is merely different. Boston is a *divided* city. Reach *both* groups in Boston with your message, and your sales problems are at an end.

This separation of Boston's population is not an arbitrary grouping of native-born and foreign; of rich and poor; of class and mass. Rather, it is a division in thought, habit and preference influenced by centuries-old traditions and customs. A natural process of evolution that has split even Boston's newspapers.

Serving one of these great groups in Boston are three of the major Boston dailies. Your message in any one of these papers will reach an important section of the Boston audience. But, your advertising in all of them would still leave the foremost group of Boston buyers uncovered. For this group is covered only by the Herald-Traveler.

Daily, the Herald-Traveler goes into the homes of Boston's most responsive customers. Daily it carries into those homes a greater volume of national advertising than any other newspaper in Boston. And daily it will demonstrate for you how effectively it bridges the unseen barrier to profits in Boston.

In Boston, as in no other community, coverage is less a matter of circulation than of selection. "Business Boston" and "Mistress Boston Goes to School" are two informative booklets that explain at length the reasons for Boston's divided market. Both should be in the hands of every thoughtful advertiser. Both will be sent you, gratis, upon receipt of a request on your business stationery.



BOSTON HERALD-TRAVELER

A Quality Product at Bargain Rates

CIRCULATION of The Chicago Tribune exceeds 600,000 on week days and 950,000 on Sundays. At the rates in force September 29, 1924, this is equivalent to less than $1.50 per milline for week day advertising and less than $1.32 per milline for Sunday advertising.

Where else can you buy at such rates, space in a medium of vast prestige and demonstrated power to produce results?

You cannot match it!

That is why The Chicago Tribune carries far more millines of advertising than any other publication on earth.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER